BIRD'S NEPONSET REVIEW

VOLUME XVIII - 1930

AXEL H. ANDERSON

AUDITOR - SECRETARY - TREASURER

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BIRD'S Neponset REVIEW

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BIRD & SON
INCORPORATED
East Walpole, Mass.

HOLIDAY NUMBER

DECEMBER 1929 JANUARY 1930

Established 1795

BIRD & SON

(incorporated)

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.
Phillipsdale, R. I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

Officers

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Vice-President, George R. Wyman
Vice-President, Elmer H. Bartlett
Sec. and Treas., Herbert H. Miller

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Elmer H. Bartlett
Charles S. Bird, Jr.
George D. Dutton
George C. Lee
John R. Macomber
Herbert H. Miller
Howland Twombly
George R. Wyman

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Roofing Sales Division
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Eastern Mgr., W. E. Hale
Southern Mgr., A. D. Kilham

Box Sales Division
Manager, C. H. Andrews

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Assistant, E. M. Lines
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Chief Flooring Div., J. E. Graham
Chief Box Div., J. B. Maguire

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Supt. Paper Div., S. W. Smith
Supt. Felt Div., T. G. Henderson
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Supt. Norwood Rfg. Div., E. L. Chamberlain
Supt. No. 1 Box Factory, R. L. Tupper
Supt. No. 2 Box Factory, S. W. Gladding

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Manufacturing Manager, B. H. Roberts
Sales Manager, W. W. Wilson
Southern Sales Manager, R. D. Peterson

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Warehouses

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Vice-President and Sales Manager, H. E. Sawyer, Jr.
Sec. and Treas., H. H. Miller
Eastern Mgr., W. B. Rogers, Jr.
Western Mgr., R. W. Westcott

Branch Offices

Boston, New York, Chicago

Warehouses

Albuquerque, Baltimore, Camden, Chicago, Cincinnati, Dallas, Davenport, Detroit, East Walpole, Grand Rapids, Houston, Indianapolis, Kansas City, Memphis, Milwaukee, New Orleans, Oklahoma City, Pittsburgh, Richmond, Newark, St. Louis, St. Paul, Sioux City

BIRD'S NEPONSET REVIEW

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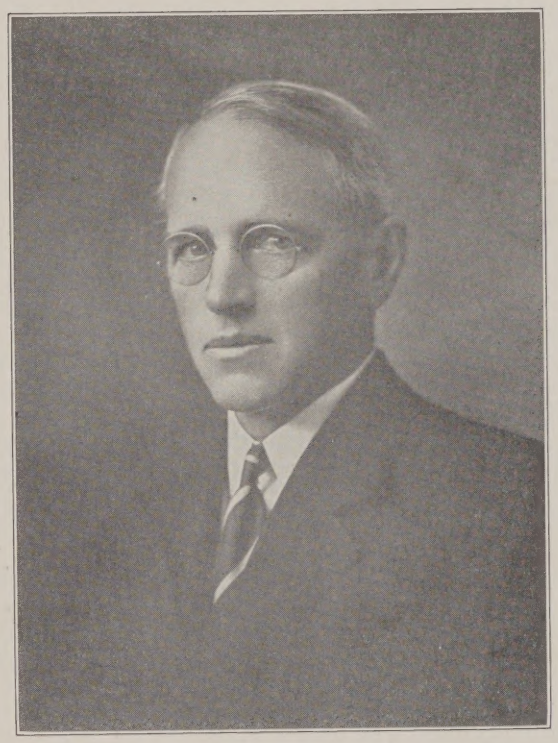
OUR PRESIDENT'S MESSAGE



IT is never safe to prophesy, but I am going to take the risk. In my judgment the recent trouble in the stock market is going to help business. Perhaps not this month, or next month, but over the year 1930, we are going to have good business.

Why do I think so? Because we are going to get back to sound fundamentals. Because it takes a jolt like this to teach some people that a hard, round dollar has behind it sweat and work; that 2 plus 2 make 4 and not 5, and that trouble always comes when you go against the eternal law of supply and demand.

In our own business we have been pretty fortunate and have been able to run practically full speed until December 1. We will have shipped at the end of the year a bigger total tonnage than in any previous year, but competitive situations in roofings and boxes have brought about reduced earnings over last year. We can't help feeling that we have done better than we hoped for at the beginning of the year. It was a foregone conclusion that this country could not continue indefinitely in its program of increased productive capacity in almost every line.

My opinion is that the business of this country is just as sound as it ever was, and that we can all look forward with great hope and optimism as we learn over again to face facts and stick to sound economic fundamentals. No panic in the stock market can disturb the solid foundation of American business, nor do we believe, with the credit situation as it is, that the recession in business will be anything but temporary.

As for our own business, we can all feel assured that the foundations have been well laid and are still sound. Our plants have never been so efficiently operated nor have our Sales Divisions ever shown greater zeal or more ability than they have this last year under some very trying situations.

The Management appreciates the fine team-play which, day in and day out, has continually been in evidence in our whole organization.

I wish for every one A Very Happy Christmas Season.

Philip R. Allen

Message from G. R. Wyman, Vice-President

IT is with a feeling of no little satisfaction that I review the performance of the last year in our plants.

Our first six months' tonnage of finished goods was the largest in the history of Bird & Son. Quoting from a letter from the Vice-President of the N. Y., N. H. & Hartford R.R.:

> "Bird & Son, inc. were the largest shippers of finished goods and the largest receivers of raw materials for the month of June on the New Haven system."

This record, I understand, we have maintained. Better still than all of this large tonnage, our quality was kept at its usual high standard.

Our plant laboratories this year have measured up to the responsibility of the great trust we put in them, and made good in examining, checking and testing our products and processes in a scientific systematic manner.

Our Engineering and Maintenance Departments have done especially good work in perfecting the various mechanical projects that we have had under way. Inasmuch as our production capacity was sufficient to meet the demand, our policy along these lines was to improve our machinery and quality, increase efficiency and decrease production costs. This has been followed out by the departments responsible with no small degree of success.

Early in the year our President, Mr. Allen, decided that a more intensive drive should be inaugurated on research. Experts from all of our manufacturing divisions were centralized and new research laboratories were established in a large four-story brick building in East Walpole early in the year. The value of this plan has already been demonstrated by the addition of several new products to our line and many valuable changes and refinements in our formulas.

The Research Department operates with no responsibility whatever for production schedules or plant operation but, inasmuch as it is functioning under the supervision of the Vice-President and Manufacturing Manager, the final check for quality is put on every product by this department, and all questions in regard to quality requiring executive decision are passed to the Research Department for their comments. In this sense the Research Department, while functioning separately, becomes a valuable asset to the superintendent because of its ready accessibility in case any question arises in regard to our raw materials or finished products on which he wishes advice. This new department has already had congratulations from other sections of our institution because of its important accomplishments.

The Manufacturing Division finished the year with a great many commendable points in their favor, covering every department in the plant. Through a very close connection with the Auditing Department, very clear and concise figures have been available and used in the control of manufacturing expense.

With the reduction of new construction work, the services of our Engineering Departments have become available to our various superintendents in working out problems for the betterment of their plants. Results of the studies inaugurated under this plan are already in evidence.

To all superintendents connected with Bird & Son, inc. I am very glad to pass on my congratulations for a year's work well done, and through them I hope that my words of good cheer may enter each department so that every worker, with many of whom I have worked personally, may know how much the Management appreciates the fine spirit that permeates the Bird Plant from end to end. In closing I wish to you all A Very Happy Christmas and Prosperous New Year.

George R. Wyman

Christmas Greetings from E. H. Bartlett, Vice-President

WHEN one reflects on the business conditions of today, it is no wonder that some of our oldest, once special products are things of the past, thus making it necessary to seek new products and new fields for the needs of today. Research is a primary principle to the discovery of new and better processes of manufacture and the development of more attractive and profitable goods. We are all in business to market our products at a reasonable profit and in order to do this successfully, we must arrange our prices and terms on a basis that will allow us to be honest and just in all of our dealings. Competition is keen and this is really as it should be to keep us up to the minute, alert, progressive, and surrounded with a personnel of unquestionable integrity and good business ethics.

The life of trade is becoming more and more economic, mass production and combinations, but, unfortunately, these conditions have produced an orgy of price cutting, selling without profit and where it has reached that stage, of necessity, it must stop. All industry must operate at a profit to long exist and it is our experience that stability is the one factor that has taught the seriousness of competitive price cutting. All

of us who are directly involved in manufacture and production are continuing to show a vast amount of improvements in costs, qualities and quantities.

In line with our heritage is the true spirit of co-operation between us as individuals, between the different departments in the Mill, Sales and Accounting, all going to the making of a lasting good-will which is reflected in the quality of the great variety of merchandise produced.

In regard to some lines, we are passing through a transitory year, but with the Bird spirit of co-operation and the realization of the fruits of the past and the faith in the future, we only think of a steady, healthy gain in those products that are up to present needs.

At this season we are about to take inventory of our deeds, reflect on our short-comings and pledge new resolves for the new year to come. Let us not overlook one of the most important features for the upbuilding of our business today — and that is to create and maintain good-will for all.

"As the year draws to an end, abundant joy and happiness to each and every friend."

Elmer H. Bartlett

A Friendship Letter from H. H. Miller, Secretary-Treasurer

THIS is a happy time of the year when we are wishing people A Happy Christmas and a happy future. Is it because we, too, are happy; because we are receiving and giving that we are possessed of the happy spirit, or that the time of year makes for contagion?

I believe we are happy; glad that God has been good to us; glad to have shared with our fellowman some of the good things of life that have been given to us. Should we not shed more of this sunshine—not just at Christmas time, but through the year, for after all we are but stewards.

We are most of us pretty much alike—to make of and be made of. Still when we realize the pleasure that every act of courtesy of ours gives not only to the other fellow, but to ourselves, I wonder why we do not do more instead of permitting the cares of every day business to take us out of our natural selves and forget the common courtesies of life.

We get so busy that we do not find time to remember the friends of our youth, or of later years, so one day we awake to this fact—

"Around the corner I have a friend,
In this great city that has no end;
Yet days go by and weeks rush on,
And before I know it a year is gone,
And I never see my old friend's face;
For Life is a swift and terrible race.

He knows I like him just as well
As in the days when I rang his bell
And he rang mine. We were younger then;
And now we are busy, tired men—
Tired with playing a foolish game;
Tired with trying to make a name.

'Tomorrow,' I say, 'I will call on Jim,
Just to show that I'm thinking of him.'
But tomorrow comes—and tomorrow goes,
And the distance between us grows and grows.
Around the corner!—yet miles away.

* * * * * *

'Here's a telegram, Sir.'
'Jim died today!'
And that's what we get—and deserve in the end—
Around the corner, a vanished friend."

Yours in the Yuletide spirit,

Herbert H Miller

From the Comptroller's Office

SOME one once said, "Progress lies not in the nature of the work we do, but in the manner in which we do it."

"Production" is as much a byword in the office as in the mill, more orders entered, more messenger service, more pieces filed, more bills made out, more (and better) letters written, more columns added, more bills paid, more advertising matter sent. The list of possible economies is well nigh endless.

The Office Manager must ever be on the watch for new ideas, better ways and more efficient machinery for doing routine work, better working conditions making for more contented and therefore more efficient workers.

The past year has seen advancement in service, refinement in methods, and improvements in machinery. More changes are in progress while others are still in the dream stage.

And so to close, with another quotation "The goal of perfection may not be attainable, but the struggle toward it makes us what we are."

WE CLOSE THE OLD BOOKS AND OPEN THE NEW

A REVIEW OF 1929—A GLANCE AT 1930

The following articles give a brief resume of the outstanding happenings and accomplishments of the past year as well as present conditions and future prospects in the different industries comprising Bird & Son, inc.

FLOORING DIVISION

TWO revolutionary developments characterize the growth of our Flooring Division this year. Felt base flooring had become quite standardized during the past few years, the improvements have been of an internal nature, but this year we have two new products—Bird Tile—and a new kind of felt base floor covering which although it looks about the same as the old has decided advantages. This is called the Super-Grade covering. Both of these are the results of patient work of long standing by our research department.

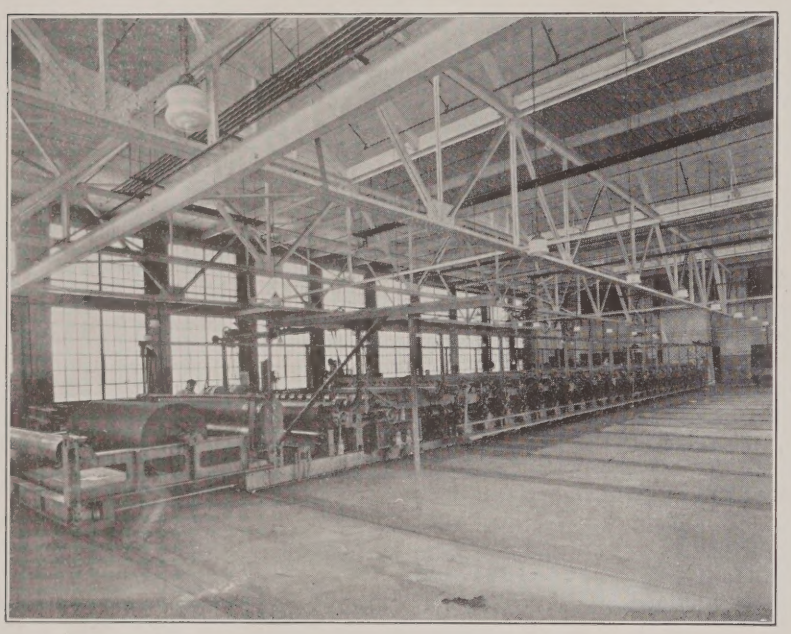
While the distribution of tiles goes for the most part through somewhat different channels, the sales fit in very nicely with the structure of our selling organization. Super-Grade Rugs and Floor Covering will be sold by our regular retail and wholesale customers along with our other felt base lines.

The Super-Grade products mark a tremendous advance in the improvement of printed floor coverings.

Along with the announcement of our Super-Grade products came the introduction of several new patterns in the Neponset line, which should also stimulate sales.

In the manufacture of our regular products, we have continued our study and application of time and labor saving devices; we have strengthened our inspection and control of both raw and finished material; and we have continued our work in the reduction of waste per unit manufactured.

In addition to the above, we have improved our patented wax back, obtaining thereby a smoother and better appearing back and have revised our Rug Border colors by eliminating the old dark one and developing a new light Rug Border.



No. 4 Print Machine at the Flooring Plant showing the complicated mechanism used to print Floorings. The continuous strip of rug running into the ovens can be seen at the far end of the picture

Our Design Department has been subjected to several changes and developments. It has outgrown its old quarters and is now located in a considerably enlarged area. We are now using new equipment known as the Mutochrome. This is a very delicate and intricate photographic machine, and is one of two in this country. This delicate machinery permits us to apply unlimited color combinations to any one design and allows us to see just what the finished rug will look like in any combination of colors.

Closely related to the work done with the Mutochrome has been the extensive study of color systemization. This color systemization facilitates the choosing of colors for new designs, and insures complete harmonization of colors when placed in our new patterns. It further provides us with the fullest range of colors obtainable with the pigments at our command.

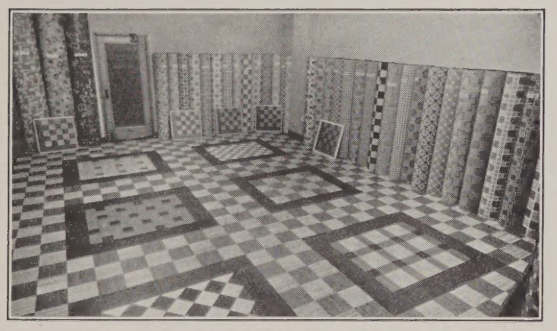
The combination of the Mutochrome, and the systemization of colors will in the future give to the trade even more attractive patterns than we have had in the past.

There have been no changes within the Hard Surfaced Floor Covering industry of any importance during the year, with the exception of the merger between The Geo. W. Blabon Company and Sandura Company, Inc. No new plants have been built.

The tendency during the year has been toward somewhat higher prices and this tendency has been accentuated lately by a large increase in the cost of linseed oil.

The year 1929 has been quite satisfactory as regards volume of production and sales.

Our 1930 Budget calls for full production. We face a very interesting year. We anticipate increased use of our new Bird Tile and expect to be fully occupied in supplying the demand for Super-Grade Rugs and Floor Covering just as soon as the public discovers their merits.

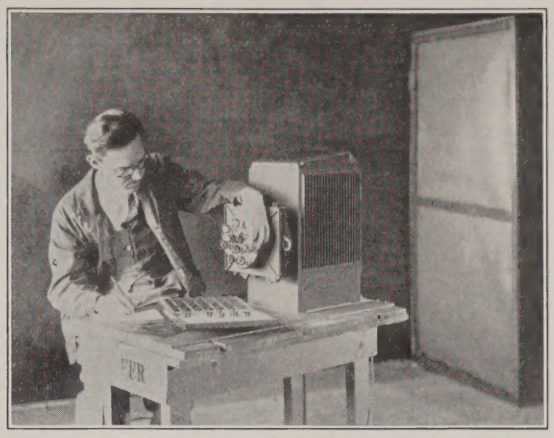


A section of the New York Office, with demonstration floors showing the variety of patterns obtainable in the new Bird Tile. Photograph by Criterion Photocraft Company

ROOFING DIVISION

THE beginning of 1929 saw more activity at our Roofing Plant than ever before in the history of the business. Because of price conditions orders were in great abundance and the amount of production was limited only by our capacity to ship. Tonnage shipments during the winter and early spring were far heavier than in a similar period of any preceding year. Spring dating, unusually low prices, and an expectation of good business were the chief causes for this unusual influx of business. Building and roofing products were a "buy" viewed from any angle.

Prices improved during the summer, re-roofing continued as briskly and competitively as ever, while speculative building continued to decline. Competition has been severe, but that very competition has not by any means been an unmixed evil, for it has stimulated our efforts toward the development of new products; and the efforts of our salesmen have been directed toward making

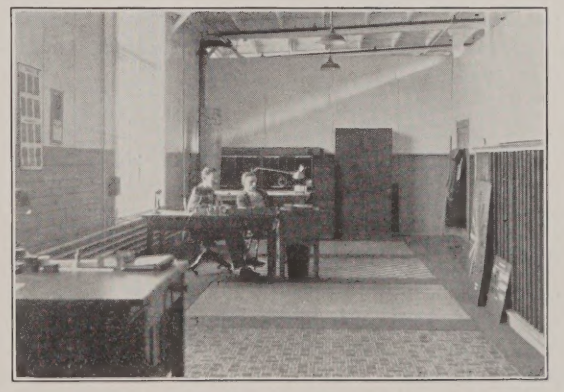


A member of the Design Department demonstrating how the new Mutochrome works

real leaders out of our new specialties which can be promoted and sold in volume. Now at the close of the year we find that we are still above normal and in the best possible condition to fill customers' requirements promptly.

Our efforts during the past year have been put on the problem of improved service to our customers. When it is realized that within 24 months the number of the shingles in the line has increased approximately 40%, it can be seen that improved manufacturing facilities were essential. Early in the year, we started work that has now been completed and which gives us three shingle cutters where we formerly had one. These are so arranged that we can go from one to the other without undue loss of time and can run three or more different kinds of shingles in any day. This frequent changing increases manufacturing costs even with an ideal layout such as we now have, but without this flexibility we could not hope to fill orders promptly and give that delivery service which has become so important a part of any business.

Other improvements have been made along the line of better service. The addition of more

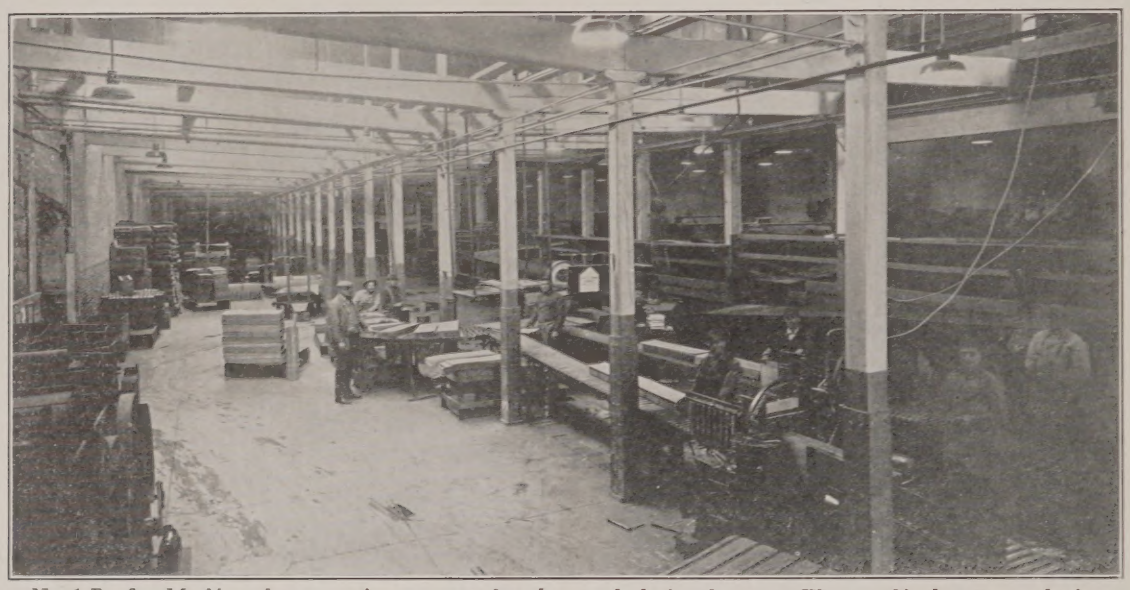


Design Department at the Flooring Plant. At the desk, Kenneth Morang and Kenneth Barbour

batteries for the electric trucks with which we handle the finished product has made it possible for them to operate at full capacity at all times. A covering over the truck loading platform has been constructed so that we can better serve the large number of customers' trucks that come to our plant daily. Improved equipment has been installed in the shingle sorting department so that various blendes can be sorted more promptly. All these things contribute to the efficient handling of orders.

year 1930 this particular item in our line is going to be one of the biggest sellers that we have, and, incidentally, it can be sold at a most satisfactory profit to our dealers. It is an outgrowth of the Thick-Butt shingle and shows the possibilities that are in this fundamental idea.

The new Green Blende which was added to the line in Standard Thick-Butts caused another demand on the mill and new equipment was necessary. This has been provided for and the work of installation is well under way.



No. 1 Roofing Machine where many improvements have been made during the year. The new shingle cutters and tying machines are at the extreme right

The salesmen have done splendid work in securing volume, and at the same time introducing the new products and developing the sales field for them. Bearing all the conditions of selling in mind, we feel that the salesmen, as a whole, have handled their territories extremely well.

Both Manufacturing and Sales have dealt with the needs of the day in a complete understanding that any problem which has arisen is a mutual problem to be worked out together. The Sales Department greatly appreciates the help that the mill and laboratory have given.

Art-Bric Siding Developed

Art Bric Siding, developed and added to the line this year, has been unusually important. It is strictly for use as a covering and decoration for sidewalls and with the novel feature of a brick effect, it is very attractive. Meeting with instant favor, although it has only been on the market for a few months, it has become a major product. It fits into the modernization idea which has swept the country admirably and we are confident, basing our confidence on reports we have had from dealers all over the country, that in the

Important changes have been made in the style of finishing for Hexagonal and Thick-Butt shingles. A heavy fibre board which gives complete protection to all sides has been adopted.

Chicago Plant

Our Chicago "service station" has taken the usual steps in advance, having put into operation an entirely new and modern equipment for using powdered coal under the boilers, thus assuring an ample supply of process steam and power at a reasonable expense. Both machines have been equipped so that Chicago can make the new Thick Butt Shingles on either. This will result in our being able to give better service than was possible during 1929.

They too have introduced into the line this year the new product—Art Bric Siding, which we feel is perhaps the most advanced step that the asphalt industry has taken for several years.

We well remember a statement of the late Mr. C. S. Bird—"It is impossible to make quality goods in a dirty plant by a dissatisfied organization," and bearing that advice of his in mind we have constantly striven to live up to that standard.

As ever, it is our earnest hope that any dealer

who is handling Bird & Son's products, who visits either Boston or Chicago, will take an hour or two and come out and see how the roofing is actually made. Nothing gives us greater pleasure than to demonstrate just how it is done.

Each year we progress in some marked way. Sometimes it is in volume, sometimes it is in the promotion and sale of specialties, but there is always good progress. Even if speculative residential building continues to decline, we have the great re-roofing business to develop, and we expect to proceed even more rapidly than we have this year in the sale of our specialties and leaders —Thick Butt Shingles and Art Bric Siding.

We view the year 1930 with a considerable degree of complacency because we feel that once the country has gotten over the bad headache produced by recent events in the stock market, funds for building are going to be more readily available than they have been for a year or more and that the great building industry, of which are a component part, is bound to profit thereby.

We enter 1930 with a greater capacity for flexibility in manufacture and ready to produce the great variety of shingles now in demand on shorter notice than ever before. While we have made radical improvements in our products we are by no means through progressing. We are prepared to keep up with the demand for newer and better roofs.

BOX DIVISION

BIRD & SON, inc. started in the Box business with a line of folding boxes for tacks, nails and screws. This gradually grew to the larger size individual Shoe Cartons, sold direct to shoe manufacturers, with machinery equipment for setting up in the factory packing room. From this point the development of the box business was in the shipping container line. In 1907 we began the manufacture of solid fibre shipping cases, and this business has steadily grown until the present time, with the addition in 1925 of a plant for making corrugated board and cases.

Our carton manufacturing departments have long since outgrown their names of No. 1 and No. 2 Box Shops, and in fact they represent more than box fabricating units. Today there is involved in box making much besides cutting out a piece of board of the right dimensions. In each "Box Shop" we have a sample department where we experiment with various kinds of boxes and packings until the proper solution of the customer's package problem is solved. This work while not taking the high title of research is a high form of *package engineering* and dignifies our shops as real service units for our customers.

During this past year we made a further addition to our facilities for such service to customers. We installed a large drum tester so that we can now duplicate actual handling conditions and prescribe the proper carton for a particular use with absolute certainty that it will meet all requirements and carry the goods safely to their destination.

Several improvements in machinery and equipment have been made. New Target Type Cut-offs have just been installed on the corrugator. A new Printer-Slotter for making corrugated cases has been added to our equipment. Many

New office in the No. 1 Box Shop. Left to right: Howard White, Genevieve Pare, Alfred Kendall, Herbert Lewis, Helen Goldberg, Earl Boyden, Horace Hart, Edward Heaver

rearrangements of machinery with additions of conveying equipment have been made. New lighting equipment has been provided.

The practice of hand to mouth buying is affecting our manufacturing schedules. We find many more orders are for relatively small quantities and on much shorter notice. While we have added equipment to meet this new condition we cannot refrain from issuing a caution in this respect. Customers must not lose sight of the economies attendant upon long runs on automatic machines and should balance them against savings in inventory and storage space.

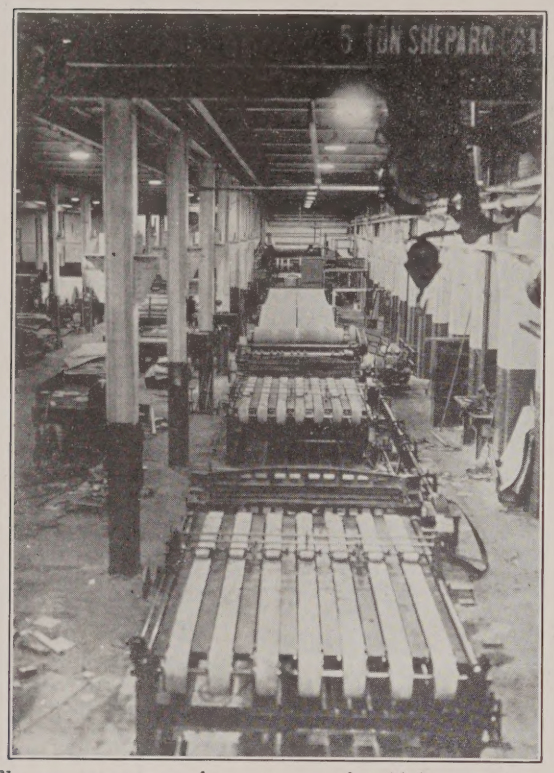
New Heavy Fibre Board

One of our latest developments is a heavy .160 board testing 600 pounds, which is used in making wood frame cases. The use of this material is provided for in the Classification, and is a substitute for the three-ply veneer wood, which is now quite generally used in such large boxes.

The field for the development of this type of box at present seems largely in the textile industry, and for materials which may be classed as dry goods, weights may be shipped up to 600 pounds. For other commodities the maximum shipping weight is 300 pounds. It will be seen that this new type of box gives us a much wider spread for possible use of fibre than was previously possible

with the 90-lb. limit of the regular slotted carton type of container.

At the present time our plan for distribution of this heavy board is by arrangement with some local manufacturer of wooden boxes who will take the fibre sheets, construct the panels with



The new target type of cut-outs recently added to the 83-inch corrugator located in the Basement of No. 1 Box Shop

the wooden frames and supply these to the user. Some mills are equipped with their own wood box plants, and can take the fibre sheets and make up the finished case right in their own plants.

In New England there are a number of manufacturers of corrugated shipping cases, but Bird & Son are the only manufacturers of solid fibre containers.

While some of our competitors produce a larger tonnage than our own, we are proud of the reputation we have among our customers for the high quality of our products, and believe that our competitors as a rule share this respect for the high quality of BIRD Solid Fibre and Corrugated Shipping Cases.

During the last two years many mergers and consolidations have taken place, so that of the actual manufacturers of corrugated board and containers in New England with whom we are competing there are none who are not now a branch of some larger or so-called national operator.

There is a constant tendency toward the substitution of solid fibre or corrugated boxes for the more expensive wooden shipping case. The lumber and wood box industry as a whole is spending a great deal of money in advertising and propaganda to offset this trend, but so far as we can see without retarding it to any considerable extent. We are constantly working up such new accounts, and very recently have converted two very large users from wood to solid fibre and corrugated.

During the last year we have established a Research Department for development and investigation work along the line of new uses for corrugated and solid fibre cases, and the indications are that much valuable new business can be developed through this channel of research.

Special Shoe Carton Designs

We have also during the last year developed some new ideas in our Shoe Carton line, offering much greater possibilities to our customers in the way of specially printed boxes. This makes possible the use of a special design on both box and cover, with resulting advantage to the user in the form of advertising. We plan also to carry in stock three or four standard sizes of one-piece shoe cartons, which are particularly adapted for mailing purposes. These will be available to our customers in small quantities and on short notice.

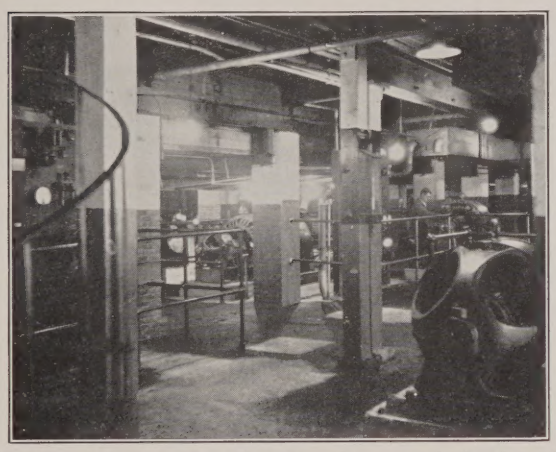
Each year shows an increasing demand for Bird Neponset Waterproof Paper Flower Pots, and we are looking forward to still wider distribution of this special product during the coming year. To this line we have added Earth Bands, which are used extensively by growers, particularly in transplanting work during the Spring season. We are also finding an increasing demand among florist supply houses for the Bird Flower Pot Cover, which with its moss green crepe design makes a very attractive cover for the rather unsightly clay pot in distribution and sale of potted plants.

Sample department in No. 1 Box Shop.

PAPER DIVISION

BIRD & SON, inc., is the largest customer of our paper division. Sometimes in considering this division we confine our attention to special papers that do not fall within the scope of the other divisions.

This past year much of our attention has been devoted to the machines producing primarily the papers for our Solid Fibre Board, Corrugated Board, Shoe Carton Board, Building Papers and Wall Board, as well as Press Board and other combined boards.



No. 4 and 5 Paper Machines have been completely electrified during the past year. Three of the large motors which supply the power show in this picture.

The paper used by the Norwood plants for wrappers for roofing, shingles, rugs and flooring and for headers and tubes is in itself a large enough amount to keep a small paper machine going all the time.

On No. 5 paper machine the entire wet end was rebuilt last year and put in operation just after the first of the year. This improvement has resulted in increased production as well as a better formed sheet of paper which has had a great part in raising our high standards for quality.

The drives for both Nos. 4 and 5 machines have been completely motorized, doing away with the last steam engine for the paper machines. We have continued the program for replacement of drives by worm gear drives and magnetic clutches.

A new system of steam supply and condensation return was recently completed on No. 4 machine, increasing its drying efficiency.

The largest installation during the year was the settling system for the Shartle breakers. The heavy dirt and metal which comes in our raw materials used for filler stock is settled out in the the long troughs before going to the Jordans and machines. This results in a material reduction in repairs, increases the capacity of the machine for production and improves the quality of the board.

During the year we moved the mill laboratory into the building formerly occupied by one of the abandoned engines. This move brought the control laboratory closer to the machines and gave the Research Department more room to expand.

Our plans for 1930 are definitely taking shape. Major changes have been completed and our attention will be directed towards producing in larger quantities at lower prices, better quality papers.

SPECIAL PAPERS

The business of the Special Paper Department during the past year has been fairly satisfactory. This has been largely due to the stability of this particular business which has not been affected by any of the hysteria brought forth by the recent stock market chaos.

For nearly a half century we have been making the Cartridge, or Shot Shell Paper, and our interest is just as keen as ever in the production of this our most special paper. The greatest care is maintained throughout the manufacture of this grade, from the purchase of the raw stock, down through the sorting, the beating, the machine process to the finished product, when it is cut into sheets with its double thin edges so carefully cut that when wound into the tubes one can scarcely see the edge of the paper at all. This paper must have a very uniform thickness, weight, strength and crosswise and lengthwise stretch. After the most careful and accurate cutting into sheets and sorting out of all off-standard paper, it is packed in our solid fibre case for shipment to the several shot shell manufacturers in New England, Canada and New Zealand.

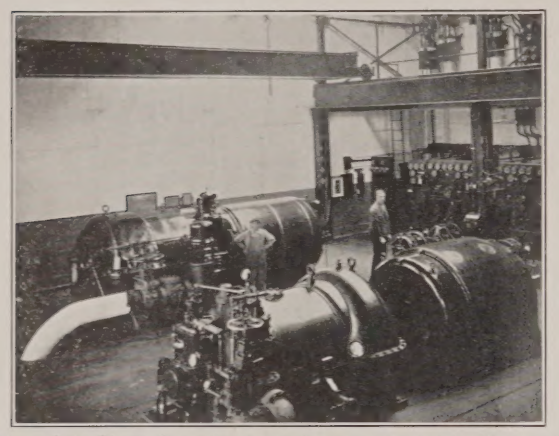
The Wad Paper, always used in conjunction with Cartridge Paper, is less expensive, but the same extreme care is taken in the making and finishing of it, so that when it is put into the brass bound end of every shot shell it will act properly as a "bumper" when the explosion occurs.

Press Board an Important Item

Our next most important specialty is the Pressboard of which we have had a continuous production for nearly twenty years. While there are many shades and thicknesses on the market, we have confined ourselves to the standard gray-greenish color in three standard thicknesses. Its general use is for card files and indices, and we are equipped to make stock up to a width of fifty-two inches. All pressboard passes through rolls where a great many tons pressure per square inch is exerted to obtain the stiffness, rigidity, high finish, the non-splitting, great surface wearing qualities together with the elimination of the objectionable curling features. Our equipment will admit of a production of forty-five tons a week, thus assuring our customers of prompt service.

The other products handled by this Division are Rocket, Torch and Fuse Papers used by nearly all of the high grade fireworks manufacturers and Socket Linings, both plain and heat resisting, which are used as a part of the insulation in the electric light socket connection.

New uses are continually being found for the felt papers which we make in thicknesses ranging from .012 to .080 and can be finished in sheets or rolls, in the dry state or with waterproof saturant.



Two of the big turbines in the engine room and their "keepers".

PHILLIPSDALE PLANT

TO an even greater extent than at East Walpole, Bird & Son, inc., is the largest customer for our felt mill at Phillipsdale, Rhode Island. Practically the entire output of this mill now goes into our own roofing and flooring products. While most of our felt is used as the base for other products and does not reach the customer in its original appearance, some of it does go out as Lining and Deadening Felt for which there is a great demand.

Physical changes in the plant this past year include several large replacements. In the machine room, we installed four 3A Bird screens with a capacity of 125 tons per day. Old type drives have been replaced by worm gear drives. More Vickery ductors were installed on dryers.

In the beater room we are just completing a continuous beating system. All of the beaters have been rebuilt in order to get the very finest installation. On the completion of this system, all dust from rags can be kept out of the beater room, making working conditions much better.

In the engine room, a complete new switchboard has been installed which will provide better control over distribution of power. In the boiler room a vacuum cleaning system has been recently installed.

Phillipsdale is prepared to continue producing larger quantities of felt to meet the increasing demands of our Roofing and Flooring Plants.

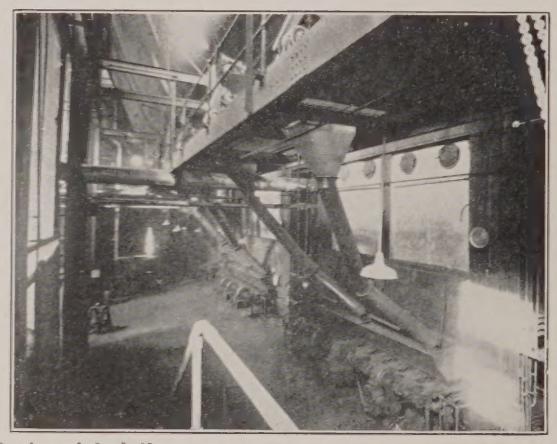
ENGINEERING

ONE item common to all of our various manufacturing plants is the use of power and steam. The manufacture of power and steam is a big business in itself involving as it does the use of over 60,000 tons of coal annually.

We have pursued the general policy of keeping the plant up to the highest possible state of efficiency and have made several rather major improvements during the past year.

Early in the fall work was started installing a new stoker in No. 8 boiler. With this equipment watertubes were installed in the bridge wall of the boiler. A larger setting was necessary to accommodate the larger size stoker. The boiler can now be operated at 250% to 300% of normal rating and can produce 40 tons of steam per hour at a higher efficiency than before. While this boiler is operating over 15 tons of coal are burning at one time, more than enough to heat the average home for a year. At present in twenty-four hours 75 tons of coal are burned, producing over 825 tons of steam.

A new turbine driven pump has been added which operates with our economizers and new closed feed water heater which delivers water to the boilers at 275°.



Section of the boiler room showing three of the furnaces and their automatic stokers

A conveyor to unload and carry coal directly to the bunker in the boiler room has been installed. This permits carrying a lower reserve in storage as well as effecting considerable saving.

To increase steam temperatures so as to improve the efficiency of our steam generating equipment, superheaters have been added to Nos. 7 and 8 boilers.

A new system for cleaning the boiler room has been put in operation to improve working conditions, and decrease maintenance costs.

As a part of the complete electrification of the mill a new steam main for low pressure steam to

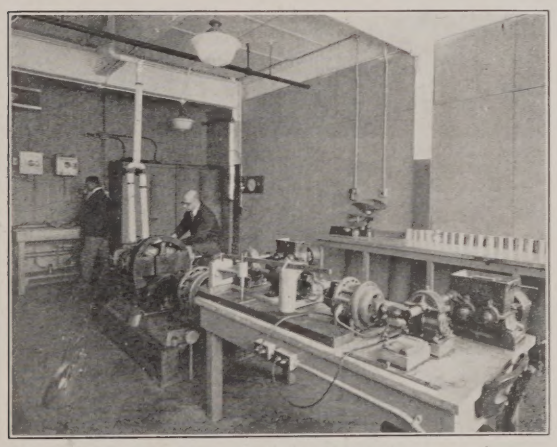
supply Nos. 4 and 5 machines has been completed.

The increase in the use of electric power has required changes in the switchboard and power distribution system. The Westinghouse-Elliot turbine was equipped with a new air cooler which prevents the machine from overheating when operating at a heavy load.

RESEARCH

GROWTH and expansion are not always marked by outward physical changes. This past year has seen few major alterations in our plant. The outstanding evidences of growth lie in the new products we have developed. To mention only two that are unusually interesting is sufficient to demonstrate the value of research. During the year we introduced Bird Tile, and Bird Art Bric Siding. Both of these are the results of long preliminary work.

Bird Tile marks a very new departure for us. It is intended to fill a new need in flooring. It has its companions in the rubber tile and the linoleum tile but it has merits that make it desirable where other types of flooring fall down. This new material is absolutely proof against any alkali or acid. The strongest soap has no harmful effect. The colors are attractive and many beautiful floors can be laid according to the wishes of the owner of the house, for the tiles can



Section of the new Research Laboratory where experiments on the new Tile are being made.

be cut in many different sizes and shapes, so that the possibility of selection is infinite.

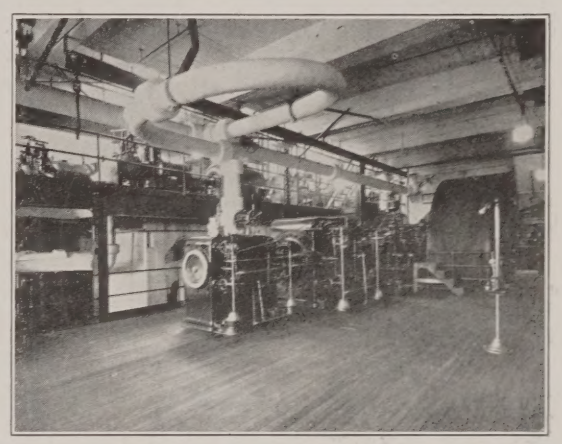
Bird Art Bric Siding as the name implies is intended to fill that great need for a satisfactory siding just as the Asphalt shingle has filled the need for a satisfactory roof at moderate price. Art-Bric Siding is companion to the new Thick-Butt Shingle developed last year and now one of the major items in our line.

We mention these products because we feel that they are representative of New England enterprise.

New England has always been known for its progress in invention and industry. Yankee ingenuity has been a by-word.

Conditions in New England were favorable to the development of trading rather than to farming and the trading led to the production of articles for trade, and invention became a feature of New England manufacture. The New England industries flourished and products reached all points of the world.

During the early period of New England Industry, manufacturing was carried on by rela-



The steam engine which drives the generator in the turbine room. The huge wheel at the right of the picture is seventeen feet in diameter

tively small groups in which the owner often took the part of not only the manager of the business but also supplied the ideas for the material or machinery to be manufactured.

With the growth in size of business, it became necessary to depend not entirely upon the ingenuity or skill of one or two in a business, who had vision and foresight, but to organize a group whose whole time could be given to the study of problems we now call research.

The business of Bird & Son has been in existence for nearly 135 years. Its present position as a leader in industry has been due to the research which has been carried on although not under this name for many years. The public has had confidence in our products and it has been supported by an ever increasing volume of business.

Research has been carried on in our company for a great many years, starting with the experiments conducted at home on the kitchen stove many years before the first laboratory was established. It was nearly 30 years ago that the laboratory was established here and experiments on new products were made and laboratory methods used in tests on all production.

With the extension of the company into the

manufacture of new products, additional facilities were needed in the laboratory. Later, laboratories were planned to control each of our chief units. Both of these indicated the desirability of putting together, under one group, the work which has been carried on in these laboratories and thus the present Research Laboratory came into existence.

The Research Laboratory is organized with four divisions, corresponding to the main divisions of our business, namely, Paper, Boxes, Flooring, Roofing. Each of these is headed by a division chief with a group concerned wholly in the problems of the division.

A Boston Barber Shop at 40 Broad St where the new Bird Tile has been giving satisfaction ever since its installation on September 15

The Research Laboratories might take the insignia of the Quartermaster's Department of the United States Army "Service to the Line."

Ideas capable of development and which may result in new products or improvements in our present products may come from outside the laboratory as well as within. The cooperation of all in bringing forward ideas capable of development is important.

The laboratories cannot reach their greatest success without contact and help from those actually dealing with our problems and who know what the public needs. Neither is the research work of value until it has been turned into use.

HOME BUILDING CO., INC.

JUST recently issued is a new and very attractive folder sent out by the Home Building Co. called Francis William Park, Park Village, and Killeen Gardens at East Walpole.

Full descriptions of the new developments, homes and improvements are given, accompanied by pictures showing scenes from the Park and some of the newer homes.

Copies of these attractive folders may be obtained from the Home Building Co. at their office in East Walpole.

BIRD TILE FLOORING

Last Word in Modern Floors

THE introduction of Bird Tile Flooring has opened up an entirely new field of operation. This material comes in direct competition with rubber and linoleum tiles, and, unlike our reg lar felt base products, is used not only for domestic work but also in commercial construction, such as large office buildings, hospitals, Government buildings, and the like. Tests have clearly shown its superiority in almost every detail to other tile products.

Bird Tile Flooring is distributed largely through Floor Covering contractors. We have made agency connections in several of the large cities and are pleased with the widespread interest which the new material is creating, not only among contractors but among architects as well.

Several jobs are already installed and giving satisfaction. The accompanying photograph will give you an idea of its attractive appearance.

We believe that there is a large market for this type of material and expect to see sales increase very rapidly during the next twelve months.

Exhibit by the Texas Roofing Company at the Dallas State Fair. Art Bric Siding holds the center of the stage as the newest development in roofing material

ART BRIC SIDING

A Wall Brick for Any Building

DURING the past year we have heard considerable about one of Bird & Son's newest products, Art Bric Siding, but unless we have actually seen it, or inquired directly about it, we may well ask the question, What is Art Bric Siding?

Here is a new product—a real leader. It has every qualification of a leader—it can be sold in volume, it is distinctive, it is alone in the field, it meets a real public need, and it is as important in its own way as roofing in its field.

Art Bric Siding is a real boon to the dealer, a real help to the sales force, and its introduction and promotion during 1929 may be the beginning of a business in Siding as large as our present business in roofing. Like our shingles, it is good for new work or for old work. It is a product which is right in step with the "Home Modernization" idea. Old buildings can be made to look like new by siding with Art Bric. In addition to the improved appearance of the building, Art Bric Siding furnishes good insulation and has the same fire retardant qualities as our shingles.

The residence of R. B. Runnells, Clinton, Maine, where Bird Art Bric Siding has been the making of a very attractive home

Art Bric Siding, when laid, looks like brick. It is astonishing how this Siding will transform the appearance of any building. It is being used for residential work and for industrial plants. It has been used on new houses, on old houses, and has given universal satisfaction. It is made in two colors and comes in convenient size bundles, one color to a bundle, either brick red or buff. Some buildings have been covered over with one color, some by mixing the two colors so as to secure a real tapestry brick effect.

We feel that Art Bric Siding as now made may be the beginning of a development of products in the Siding field as our original type of Asphalt Shingles were the beginning of our complete line of Asphalt Shingles of various types and colors.

Bird Art Bric Siding is equally useful on both homes and factories. Applying the Art Bric Siding to the Eagle Dye Works of Pawtucket, R. I.

Neponset Credit Union Declares Seven Per Cent Dividend

AN increase in the amount of shares permitted each member was the principal change voted at the Annual Credit Union meeting held in the Lunch Room on November 14, 1929. The full amount of shares, which formerly was twenty, has been doubled and now stands at forty.

The retiring officers of the Credit Union were J. J. White, C. D. Savage, G. E. Smith, A. H. Russell, and B. D. Rogers. At the recommendation of the Nominating Committee this same board was re-elected to serve another year.

Other routine matters were voted upon and a seven per cent dividend was again declared.

Since November fifteenth, when the increase in shares went into effect, a large number of members have taken advantage of the opportunity to buy the full amount, and there have also been quite a few new members. Shares may be taken out at any time during the year and will draw interest beginning at the end of the month in which they are bought. They may be paid for through payroll deductions.

The residence of Mr. Eugene Endicott of Summer Street, Norwood, recently completed. On the roof are Bird Thick Butt Twin Shingles

BIRD'S NEPONSET REVIEW

Vol. XVIII. DECEMBER 1929—JANUARY 1930 No. 1

Published Monthly by the Employes of Bird & Son, inc.
In the Interests of the Company and Its Workers
For the Promotion of
Good Service Good Business
Good Will

MILLS: East Walpole and Norwood, Massachusetts; Phillipsdale, R. I.; Chicago, Ill.

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Assistant Editor E. M. Grout
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Printing Foreman, F. R. Meyer

IT is a pleasure to be able to offer once again to our friends this Holiday Number of Bird's *Neponset Review*. Ordinarily the *Review* is a magazine strictly for our employees, but at least once a year we enjoy leaning back in our chairs, spreading out the map of the year before us, and reading there the story of what we have accomplished during the past twelve months. And when we are in this mood we like to share our reflections of the past and our hopes for the future with those who are our friends and who are interested in us.

This issue is a "Review" in the true sense of the word—a review of the year 1929. Perhaps not everything has turned out as well as we had hoped. Perhaps in some ways we have progressed far beyond expectations. Whatever the story, we welcome the chance to share it with you.

And at this particular season, as we look back together over the year that has passed and forward to the New Year, it is also our great pleasure to wish all our friends, both within the organization and outside it, the best of success and good luck during 1930.

LET'S GO TO WORK

An editorial which appeared in a recent issue of the New York Tribune as an advertisement of Erwin Wasey & Company.

FOR the last few weeks a good part of business America has drifted away from the work bench to cock an excited eye at the biggest crap game the world has ever seen.

"In fact, all too many of our amateur economists have taken literally the engaging admonition: 'Reach for a Lucky instead of a Sweat'!

"The time comes when the best handler of the Rolling Dominoes cannot make another pass, and the arrival of that time is signaled by the crash through their margins of the finest bunch of industrial securities that ever declared an extra.

"Well, that's that—and it's pretty well all over, except for an occasional bird who has lost everything but his ego, and who hurls himself from a high window with complete disregard for the busy people who are really going somewhere on the sidewalks below.

"But—while they're clearing up the empties—let's not forget that Jim Rural, out on his place in Indiana, is figuring on a new corncrib and on tiling that east-forty of good bottom land.

"Let's not forget that, same as ever, Joe Normal of Pretty Prairie is putting in a new lighting plant, which means the Missus soon will be wanting a Kohler bathtub and all the fixings.

"Let's not overlook the fact that all the young Jim's and Joe's and Susan's and Mary's are getting married as usual, and need household furnishings and installment accommodations for the afterglow.

"Let's not forget that millions upon millions of regular folks throughout this grand, greatly-desiring, gorgeously-spending America, need power, heat, light, food, recreation, transportation and adornment, same as always.

"They'll go on wearing out Goodyear Tires, eating Post Toasties and drinking Maxwell House Coffee, buying new Buicks and Fords, just as before.

"They'll go on walking a mile for a Camel, stepping out of the short skirts for the new long ones, moving into the suburbs for more air for the baby, taking an evening off for the talkies, in the future as in the past.

"They'll go on dreaming, and earning, and buying—in that lavish fashion that has always characterized the shortest-memoried and longest-confidenced people that ever lived.

"They'll continue to constitute, for the man or manufacturer who deserves it, the BIGGEST, RICHEST, MOST RESPONSIVE MARKET IN THE WORLD!

"There's the picture, Mister, unraveled from the ticker tape—what do you say: Let's go to work!

"If you make a product that people need or can be made to desire, dig in your Wingfoot Heels and let's go.

"The big business next year is going to the outfit that deserves it, and that keeps pounding on the reasons for deserving it with all the steam it can boil.

"Regarding the securities market—let the other fellow worry about that.

"If you're holding some good stocks at a loss, put 'em away and let 'em age in the wood—they'll be mellow and sweet and with a bead on, a year or so from now.

"If you've got some cash you don't know what to do with, buy good stocks—that's what John D. Rockefeller, Sr., is doing, and you're probably no smarter than he is.

"The main thing is, now that the parade is over, let's get back to the store!"

HEALTH NOTES

Careless Hands Cause Majority of Infections

THE careless habit of using the hands and fingers about the nose, mouth, face and other parts of the body is responsible for many painful and dangerous infections, warns Dr. Herman G. Morgan in the December issue of *Hygeia.*

Boils on the face or in the nose and ears are as a rule carelessly planted there by hands and fingers carrying infection. All of these infections are annoying, but those about the nose and upper lip are dangerous as well. The venous blood on its return from these areas passes through the cavernous sinus, a bony canal or lake close to the brain. With infection existing close by a clot may form in this lake of blood and block the circulation. When this happens the outcome is without exception fatal, Dr. Morgan says.

The common habit of pulling hairs out of the nose is responsible for many infections of the nose. Each year a number of deaths occur from this cause. Ingrowing hairs on the face pulled and dug out with unsterilized tweezers add to the ranks of fatal infections.

The cleanliness of the human hand can never be guaranteed, because its many functions subject it to an endless chain of infection. Yet the average person uses them as if they were fitted with sterile gloves. The best rule to follow is—hands off!—*Hygeia.*

LIBRARY NOTES

THE more we read, the more we will lead. The difference between leaders and listeners is largely a matter of background—and background aside from the experience which years alone can give, is largely a matter of intelligently directed reading and study."

James A. Whitmore.

Books Owned by Our Library On
BUSINESS ETHICS AND APPLIED PSYCHOLOGY
(For inspiration and the study of business relations)

How to Read Human Nature	Atkinson
Human Machine	Bennett
Mental Efficiency	Bennett
Procedures in Employment Psychology	Bingham and Freud
Pulling Together	Broderick
The Job, the Man, the Boss	Blackford
How to Get the Job you Want	Fletcher
Keys to Success	Forbes
Psychology of Management	Gilbreth
Power for Success	Haddock
Power of the Will	Haddock
Hiring the Worker	Kelley
Choosing Employees by Test	Kemble
Increasing Personal Efficiency	Laird
Employment Psychology	Link
Self Starter	Lyons
Young Man Entering Business	Marden
Progressive Business Man	Marden
Psychology and Industrial Efficiency	Munsterberg

Psychology in Business: a series of addresses by leaders in their professions, A. T. Poffenberger, Henry C. Link, and others of equal authority.

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during December, 1929 and January, 1930 and those who complete twenty or more years' service during these months.

			Years
	DECEMBER		
August Hilderbrandt	12-25-1889	Paper Mill	40
Albert R. Jenkins	12-13-1894	Flooring Plant	35
Harry N. Mann	12- 1-1901	Maintenance	28
Robert Roy	12-27-1905	Roofing Mill	24
Dennis Broderick	12-20-1906	Janitor	23
David Heylin	12-21-1906	Main Mill Watch	23
Michael White	12-10-1907	Paper Mill	22
John S. Robertson	12- 7-1908	Traffic Dept.	21
Wilbur C. Fay	12- 9-1908	Maintenance	21
Frank Whitehead	12-19-1908	Maintenance	21
Herman Lauble	12- 2-1919	Box Shop	10
Benj. A. Hathaway	12- 2-1919	Roofing Mill	10
William Sullivan	12- 4-1919	Maintenance	10
Frank Tohoskey	12- 6-1919	Flooring Plant	10
Lawrence Johnson	12- 9-1919	Box Shop	10
Romolo Conti	12-27-1919	Flooring Plant	10
Alek Szugai	12-22-1919	Roofing Mill	10
Gladys Duncan	12-29-1919	Main Office	10
Edwin Guise	12- 1-1924	Flooring Sales	5
James Graham	12- 3-1924	Research Laboratory	5
Patrick Curran	12- 3-1924	Flooring Plant	5
F. T. Feeley	12- 8-1924	Roofing Sales	5
Arthur J. Bushell	12- 8-1924	Box Sales	5
James R. Hanley	12-15-1924	Flooring Plant	5
Catherine Geary	12-18-1924	Main Office	5
Esther Olson	12-19-1924	Paper Mill	5
Maurice Tarr	12-22-1924	Maintenance	5
Robert Abbott	12-23-1924	Box Sales	5
Walter Cyr	12-27-1924	Roofing Mill	5
J. M. Kellam	12-29-1924	Flooring Sales	5
	PHILLIPSDALE		
Thomas Henderon	12-14-1894		35
August Lopes	12-18-1919		10
	CHICAGO ROOFING DIVISION		
Joseph A. Miller	12- 1-1909		20
C. T. Torrey	12- -1919		10
Lawrence Cozzi	12-22-1924		5
	CHICAGO FLOORING DIVISION		
Harold W. Hagenbuckle	12-22-1924		5
	JANUARY		
Henri Davenport	1- 1-1898	Main Office	32
Carl V. Smith	1- 1-1901	Paper Mill	29
F. W. Welch	1-16-1901	Box Shop	29
Joseph Knaus	1-24-1902	Paper Mill	28
May Gardner	1-26-1902	Main Office	28
Robert Morse	1- 7-1907	Box Shop	23
Daniel Reardon	1- 7-1907	Paper Mill	23
Dennis Lowney	1- 9-1907	Paper Mill	23
Michael Smith	1- 9-1907	Maintenance	23
Ben D. Rogers	1-21-1907	Labor Bureau	23
Barney Curran	1-12-1915	Floor ng Plant	15
Jesse R. Ghen	1- 5-1920	Flooring Plant	10
William J. Boyd	1- 5-1920	Flooing Plant	10
Albert W. Smith	1-19-1920	Labor Bureau	10
Gottfureat Lauble	1-20-1920	Box Shop	10
James A. Surette	1-26-1920	Roofing Mill	10
Edward Crockett	1- 6-1925	Flooring Plant	5
Raymond Boyden	1- 9-1925	Flooring Plant	5
Francis MacDavitt	1-16-1925	Box Shop	5
Francis Donlon	1-19-1925	Box Shop	5
Gordon Clark	1-28-1925	Flooring Plant	5
	PHILLIPSDALE		
Louis W. Doyle	1-19-1925		5
	CHICAGO ROOFING DIVISION		
W. A. MacDonald	1- -1920		10
R. D. Peterson	1- 1-1920		10

BIRD & SON PLAYS HOST

A NEW kind of advertising, which invites customers both to a vacation and to a visit at the Bird Mills, was sent out by Bird & Son this past year.

It consists of a small card which when folded is about business letter size. On the outside is an attractive cut of the Main Office and over it the words "An invitation to pay us a visit." Opening the "door" of the Main Office, one finds inside three views of the plants at East Walpole and Norwood and this invitation "New England is Vacation Land. Plan a New England Vacation and Spend a Day of it at the Bird Mills." There is no glaring or florid advertising, but just a cordial invitation. These cards were sent to our various dealers and customers and caused much favorable comment.

Attractive Invitation sent to all Bird Dealers and Friends last Spring

The New England News Letter, published by the New England Council, printed pictures of this folder in its issue of September first, and wrote as follows: "Aside from the purchasing power of the 3,000,000 visitors who come to New England annually, the good will and the word-of-mouth advertising possibilities of this yearly influx are enormous. Quick to sense this fact, alert manufacturers are more and more making whole hearted efforts to welcome the visitor to their plants and showrooms. Illustrated above is the invitation sent to its customers and others by Bird & Son of East Walpole, Mass."

ANNUAL BENEFIT MEETING

THE Twenty-Ninth Annual Meeting of the Bird & Son, inc. E. M. B. A. will be held on Tuesday evening, January 14, 1930 at 8.00 p. m. in the Lunch Room off the Main Mill Brigade Room. Officers will be elected and other business will be transacted.

The following candidates have been selected by the Nominating Committee and will be voted upon by the members:

For President: Ralph Wilkins, Main Mill; Halburton Dobbins, Maintenance Stores; Leon Wilson, Flooring Undercoat.

For Vice-President: Herbert Jepson, Roofing Plant; Howard Whitney, Accounting; E. L. Connolly, Research Laboratory.

For Treasurer: John J. Linnehan, No. 5 Paper Machine; George E. Smith, Roofing Plant; William S. Jackson, No. 2 Box Shop.

For Secretary: Albert W. Smith, Credit Union; Lester J. Latham, Flooring Finishing; Joseph E. Sheehan, Main Mill.

Investigating Committee: Edward I. Geraghty, Roofing Plant; Helen E. Randall, Hospital; Ruth Arel, Hospital; Lyman Small, Flooring Maintenance; John Maitland, Maintenance; Frank Whitehead, Electricians; John J. White, No. 1 Box Shop; John Maguire, Paper Mill; John E. Curran, Stock Transfer; Walter Hartig, Printing Department.

Nominating Committee: William Quinn, Main Mill; Bernard Bailey, Flooring Plant; William Murphy, Roofing Shipping; James E. Smith, Paper Mill; H. L. Barker, Roofing Plant; Arthur V. Wilson, Main Office; Henri E. Davenport, Main Office.

BIRD CLUB ENTERTAINMENT

APPROXIMATELY seven hundred members and guests of the Bird Club were present at the Roofing Night held at the Norwood Theater on December 5.

Three main attractions made the evening an enjoyable one: two vaudeville artists and the feature picture, an all-talkie, "Side Street."

Miss Grace B. Allen was the leading artist and entertained with selections on the violin, the piano and the trombone. For this last accomplishment she is world-famous. She has appeared in musical comedies and on the Keith Circuit. She is also a composer and is best known for her song, "Smiles.

Miss Rose Loman acted as accompanist and gave several pianologues of her own as well.

Favors in the form of attractive boxes of Webster's candy were distributed to the guests.

SUGGESTIONS

THE end of 1929 finds us with a generous list of accepted suggestions which might serve as Christmas presents for those who receive them. During the entire year the quality and quantity of the suggestions has been very good, and we are pleased to be able to publish the following lengthy list for November and December.

For November the following suggestions were accepted in Class 2, representing savings in cost of manufacture, and given an award of $10 each:

Improve angle irons on slate handling system — John Caulfield, FBM
Quality and creasing of slide box stock — Edward Heaver, FXG
Change shut-off valve on storage tank — John Howard, FBX
Two edges on circular cutters for rotary dies — Martin Lambine, EMM
Table for fixing plates in FXR — Arsene Marchand, FXR

The following suggestions were accepted in Class 3, as being of intangible value, and given an award of $5 each:

Platforms on Nashua tapers — John P. Barrett, FXG
String holder on lid rotaries — Byard Bennett, FXR
Guide roll on shingle machine — John Conroy, FBM
Automatic stop on tube machine — Felix Counter, FFR
Cutter bar on new winder — Walter Cyr, FBF
Trolley at thickener on DMPM5 — William Doyle, EMM
Broke trucks for print rooms — Thomas Durkin, FFP
Relocate air hose rack in FXR basement — Ernest Field, FXR
Control lowering of trucks on hoists — Ernest Field, FXR
Change wiper in use at FFF No. 1 inspection table — L. R. Gammell, FFF
Extra stand on DMPM4 winder — Charles Grover, DMP
Side gauges for FXGM9 — Edward Heaver, FXG
Protect steam pipe — Coleman Howe, DMB
Chute in DM8 — Coleman Howe, DMB
Manner of signing letters — C. D. Hurtt, CE
Shelf in front of FXFM12 — Ethel Karshis, FXF
Door in guard on first stack — Lewis Keddy, DMP
Method of recording safety report — Frank Lacivita, FB
Guide rolls on FXGM17 — Constanti Leivicki, FXG
Individual switches for FXRM25 and 26 — Arsene Marchand, FXR
Tin under jogging attachment on FXRM25 and 26 — Arsene Marchand, FXR
Metal covering on chutes — Frank O'Neil, FXR
Change covers on lights in pull-out room — John Pratt, FBE
Pans under steam pipes — Euplio Puopolo, FXR
Sheath for paper knives — Vernon Rafuse, DMP
Strip bar on FXCM2 — Richard Sprague, FXC
Extension pieces for platforms — Richard Sprague, FXC
Extension of platform over hanger — Ira Treen, FFY
Safety bars on vitriol tank — James Trenholm, DMP
Tank for soaking felts — James Trenholm, DMP
Head board on EMTX5 — J. S. Walke , EMT
Indicating devices on blank presses — John Wilkes, FXB

Ernest Field, FXR, Edward Heaver, FXG, and Arsene Marchand, FXR, were awarded additional checks for $10 each for having five suggestions accepted. In the case of Arsene Marchand, this is the second award of this kind he has earned this year.

The following suggestions were accepted at the meeting on December 4, put in Class 2, representing savings in manufacturing costs, and given an award of $10 each:

Reducing number of damaged rugs — Chester Dryden, FFR
Hook for incline chains at FFN — Charles Flower, FFM
Put plates on one block — John Ginley, FXR
Ink dividers — Arsene Marchand, FXR

The following suggestions were put in Class 3 presenting savings of intangible value, and given an award of $5 each:

Better location for stairway in boiler room — John Broadley, EMM
Protect steam pipe, No. 2 beater room — A. B. Center, EMP
Pipes for lifting rolls of paper — James Constantine, FXC
Conveyor for Perkins cutter — Peter Cook, DMB
Protect door of DMH dressing room — Timothy Coughlin, DMH
Protect lights in No. 4 pit — Harold Doderer, DMP
Move truck loading platform — Nunzie Famigletti, FFY
Method of removing broken die knives — Thomas Finn, FXR

The three winners in the Girls' Tennis Tournament. Left to right, Agnes Kelliher, Flora MacDonald, Ida O' Kane

Adjustable support to prevent trucks tipping — Michael Flaherty, FXF
Hinges on felt wipers at FFF — Charles Flower, FFM
Indicator on wheel at FXGM4 — James Ginley, FXG
Indicators on tape adjustment on FXGM35 — V. E. Gronroos, FXG
Improve slot wheel cleaner on FXGM6 — V. E. Gronroos, FXG
Step between DMPM4 second press and dryer — C. H. Grover, DMP
Platform for spoiled cases — Mary Gziboski, FXG
Protect sink and fire door — Paul Kugel, FXF
Protection for valve stems — George H. Lynch, ERB
Hinges on covers over screens — Herman Nordstrom, DMP
Guides for FXGM16 — John O'Donnell, FXG
Two order numbers on advertising rug corners — Clarence Russell, FFV
Water pipe for broke beater — Oreste Saraca, DMB
Starting button elevator to No. 3 Mill — George Smith, DMH
Method of fastening apron — Thomas Wynne, DPM

The following men received the additional award of $10 for five accepted suggestions:

James Ginley, FXG; Herman Nordstrom, DMP.

LOST

A Set of keys on a ring. Finder please notify T. B. Maddern of Maintenance Stores Department.

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff *Sabina Costello* *Margaret Owens*
Mildred Saitz *Raymond White* *Julia Lynch*
Myrtle Mayshaw

The wedding of Miss Nancy Ogden to Richard C. Floyd took place on Saturday, December 7, at the Leslie Lindsey Chapel of Emanuel Church on Newbury Street, Boston. Following the ceremony, a reception was held at the Chilton Club. Several members of the office attended.

The stork stopped at the home of S. C. Traudt, Jr., on October 26 and left a husky boy, Harold Sinclair. Congratulations!

We welcome to the Roofing Sales Department, Alfred A. Boyd from Somerville.

Howard White and William Geary, Captain and Manager of the Bird and Son Baseball Team, sporting the new suede jacket presented to the team at the close of the season

Spats are very fashionable in Bridgeport, Conn., and one member of the Bird Club thought he would introduce the style to the hoi poli of East Walpole. He *did* appear with spats—just *once*.

C. D. Hurtt forgot his roller-skates one night not long ago, and had to walk home. His car was found in Walpole the next morning—the only time it has balked in 36,000 miles.

We extend hearty congratulations to Miss Dorothy Pollard of Beverly and Mr. Stanley Blackmer whose engagement has been announced. Miss Pollard has been a school teacher in Norwood for two years. Best of luck and happiness Stan and may you be in the "A Class" of our salesmen.

We are glad to have Cathryn Dowdie with us again, being transferred, furniture and fixtures, from the Traffic Department to the Stenographic.

Thanksgiving Day meant much for Margaret Costello to be thankful for. She certainly surprised us Friday morning with a beautiful diamond. Our heartiest good wishes always, Peg!

Although somewhat late, lest we forget, Ida Phillips became the bride of John O'Kane at a pretty church wedding on October 12. Bird & Son was well represented—Mary Stone as maid of honor, Helen O'Kane and Mary Blasonis as bridesmaids.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran *William J. Quinn* *John J. Burke*
Herbert L. Badger *John H. Maguire*

A Ford truck for sale, cheap—see Ed Kelley of the Paper Mill.

Timothy Curran is now the proud father of a baby boy.

James Geary has moved into his new home on Short Street.

What are James Donovan and Joseph Knaus scouring the woods for these days? They don't even carry guns.

Michael Cronin of No. 3 machine has started a jitney business, running nights only.

Clarence Bergstrom has turned Chinese. It took three men to carry him and his chariot out of the yard the other night.

Joseph Knaus went on his annual hunting trip to New Hampshire last month. He claims to have got two deer (perhaps one of each kind!)

John Seastrand is working on his cellar for his new home on Rock Hill Street and hopes to have the house ready by Spring.

The bright lights of New York have attracted Miriam Leary, and she has shaken the dust of East Walpole and Sharon off her feet and taken a position in the Big City.

Dagmar Peterson returned from a four months' trip to Sweden and is back on her old job in the Manufacturing Office. While in Europe, she also visited Berlin and Copenhagen, but most of her time was spent in Sweden. Her travels took her pretty well up into the Land of the Midnight Sun, and she says she was able to read her newspaper by daylight at as late an hour as eleven o'clock in the evening.

Engineering

John Maitland *John Burhoe*
Maurice Tarr *John Bache*

Wilbur Fay has just returned from a two weeks' hunting trip in Maine. He has nothing sensational to report; game was plentiful but usually too far away from the end of the gun to get shot. Bears encountered on the trip were of the variety that don't stand any too long in any one place. However, Wilbur says it was a very enjoyable trip and one that could stand repeating at any time.

John Bache is now the proud father of an 8¾-lb. baby boy born at the Norwood Hospital on November 3rd. Roy William is the name. Congratulations, Jack.

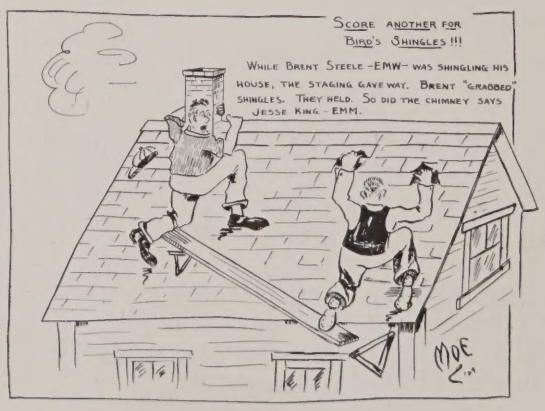
David Regan, Jr., has left Bird & Son to take up a new position with the Plymouth Rubber Corporation of Canton.

Phillipsdale, R. I., Mill

Rexford H. Salisbury *John H. Nolan*
David S. Lowry *Leslie E. Howard*

Since icemen, laundrymen, and men of about all other occupations are wearing uniforms John Davis has suggested that members of the yard gang wear red sweaters. He thinks this is especially appropriate as he has one already.

We wish Fergus Christie would get up in time to have his breakfast mornings so he wouldn't be walking around the mill with a chicken leg in his hand trying to borrow some salt.



At last we have found the reason for iron hats. Leonard Carlson, while going through one of the doorways, hit his head against some obstruction. Leonard's head wasn't hurt in the least as he fortunately had his trusty iron hat on at the time for which he was thankful even though it did take fifteen or twenty minutes to pry it off his ears.

We had a great write up on Leslie Howard's new moustache but he played us a dirty trick and cut it off just before the Review notes went in. Consequently we won't say anything about it.

BOX FACTORIES

East Walpole, Mass.

Albert H. Hammond *Charles H. Mutch*
Ernest Koebe *Mary Driscoll*
Francis Donlan *Florence Hertzberg*

Wilmer Wiggin is the owner of an automobile, in which he drove to New Hampshire over the holiday.

Norman Wright is a new employee in the Shipping Department of No. 1 Box Shop.

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell J. Lydon*

It seems to be the idea of several of our fellows to lead the styles and be referred to as the office Prince of Wales. "Howie" Hanna is the latest aspirant for these honors—for lo, and behold, on removing his overcoat one morning we beheld trousers of one mixture and coat and vest of another.

The town observer reports seeing a hard boiled traffic cop giving some "free and fluent" advice to O. B. Schreen who was repairing a flat tire on the Randolph Street Bridge.

John Matcha is going to equip his Chevy with a trolley. He can then borrow a little power from the Street Car Company when his Chev decides to go "hay wire" on their tracks, because he won't always have the boys in the mill handy to push him around.

We are glad to welcome Mr. J. C. Beasley, Miss Dorothy Shelstrom and Henry Swanson into the Bird Family. Mr. Beasley will represent us in Southern Texas which was part of the territory formerly covered by "Pop" Warner. Miss Shelstrom will work in the Credit department. Henry Swanson will take over the duties as mail clerk.

The girls employed in the office of the Chicago Roofing Division.

Joseph Keefe's middle name is "Santa Claus." For further information ask Ralph Farris.

Martha McLauchlan wishes to thank her friends and fellow-workers for the lovely gift given her when she left Bird & Son.

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Ralph Kolseth *Richard Stoddard* *Charles Seavey*
John White *Edward Hiller*

The new Chip Conveyor has now been put into use. Three Shingle machines are also doing duty.

A new "shingle" arrived at the Roofing Plant this month. Miss Arel, our nurse, likes it very much, and "So do we."

Ralph Simmons spent two weeks deer hunting at the Forks, in the northern part of Maine. Both Ralph and Albert Whitmore, who went with him, got one deer apiece.

Joseph Strumkis is now attending evening school in Norwood.

John Eppich has forsaken the Rabbit Hunters' Club and recently raffled off his trusty gun, which was won by Harold Mattson.

We are glad to learn that Mrs. Gus Purpura has fully recovered from her operation and is at home again with her family.

FLOORING PLANT AND OFFICE

Norwood, Mass., Plant

Leon Wilson *Lester Evans*
Tom Rogers *Lawrence Gammell* *Leo Haggarty*

Signs of winter! Stewart Nickerson put on overshoes at the first sign of snow.

Maintenance thought there was to be a new piper for the gang, but it turned out to be a girl, Shirley Clark, born to Mr. and Mrs. Gordon Clark on November 1, 1929.

We all read in the last issue about the telephone operators. Now we want to see their picture.

Peter Alexander expects a moustache any minute, now.

Donald Yokum is establishing new styles in head gear—brought straight from Chicago. He was seen wearing a straw hat not so long ago, along with a corduroy great coat.

Simeon Fownes wants to know why rugs don't stand on end. Ask Hayward, he knows.

Al Jenkins claims to be interested in certain literature, literally speaking.

Albert Hayward is sporting a Buick sedan and Clarence Russell has a new Whippet sedan.

Carroll Gammell bought a new Radio. Now California won't be so far away.

CHICAGO OFFICE

F. B. Wittleder *B. M. Rohr*

Right on the heels of Alex Whitelaw's return from the great Northwest came Art Ternus. Scotty gave great accounts of doing big things and Art followed up with a quick report that Scotty is the World's Best Ladies' Man and he gave all the girls around Sioux City quite a thrill. Alex is now down at the Mill to learn a little more about floor covering. We tried to get Art to tell us whether or not he liked Sioux City but the very fact he wanders back to Chicago once in a while is proof enough of where lies the strongest tie.

Perhaps B. I. Hindmarsh and J. F. McEndy think there is a Santa Claus. They both started out into new fields the first of December and have the very best wishes of everyone in the Western Division. J. F. McEndy is taking over the New York territory and B. I. Hindmarsh is to cover the Chicago territory formerly handled by J. F. McEndy.

From way out California way come strong appeals from "Uncle Ralph" Duvall to the House Mamas. He is a great man for giving sound advice to the "weak working goils" and the girls all just love that big caveman stuff. We only hope some terrible talkies' vamp doesn't catch up with our "Uncle Ralph."

SAFETY PROGRESS DURING 1929

SINCE this is the time of rejoicing, the various departments may with pardonable pride rejoice at their reduction in accidents.

Back in 1925, the Bird Mills sustained 178 lost-time accidents. The following year there were 118. In 1927, 96 and last year only 40. This year, at the present writing—December 1—there have been 38 lost-timers.

Particularly outstanding among the achievements of the past year, are the several "No Accident Runs" made by the following divisions:

Roofing Mill—October 10, 1927 to September 13, 1929—697 days.

Phillipsdale—March 16, 1928 to March 29, 1929—377 days.

No. 2 Box Shop—June 9, 1928 to April 10, 1929—305 days.

Flooring Plant—September 26, 1928 to July 2, 1929—278 days.

Chicago—July 28, 1928 to March 28, 1929—242 days.

In recognition of the phenominal Safety record established at the Norwood Roofing Plant (lacking one month of being two years) Bird & Son has placed a sign near the entrance at that plant reading as follows:

THIS PLANT HOLDS THE BEST
NO-ACCIDENT RECORD EVER
ESTABLISHED IN OUR ORGANIZATION
Bird & Son, inc.

The record established during October, 1928 when all the Bird Mills went a full month without a lost-time accident was repeated this year in February. Once again our 1900 workers proved their "safety mindedness" by going a full month without a lost-time accident.

Each year, we gain more and more experience in this business of accident reduction. Therefore, while it may be true that it gets harder and harder to reduce them as we go along, the experience ought to outweigh the difficulty.

Everyone of us must preach, and what is more to the point, practice the rules of safety. We must become "safety minded." We must feel our own individual responsibility in avoiding accidents ourselves and preventing our fellow workers from getting hurt.

1929 is nearly over, but 1930 begins in a few days. Twelve months of opportunity to improve our working efficiency and our Safety record. Behind us years of real progress in reducing accidents. Before us, a year of opportunity for further reduction. Resolve to fight Old Man Accident more vigorously than ever in 1930.

BOWLING

HALF the 1929-30 bowling season for the eighteen men's teams is now over. The latest available standing, which is that for December first, tells the following story: High Individual Average, Howard White, No. 1 Box Shop; second highest, Alex Alexander, Roofing Machines.

High Individual Single String is held by Theodore Michienzie of Roofing Machines with the score of 132. High Individual Three-String Total is 325, and is held by Edward Hall of Accounting. High Team Single and Three-String Totals are both in the hands of Roofing Machines with 520 for the single score, and 1465 for the Three String.

At the end of November the leading teams were as follows: League A, Box Shop Shipping; League B, Accounting.

Acknowledgments

I wish to thank the office and the mill for their kind telegrams at the time of my father's death.

F. B. Ross, Roofing Salesman.

We wish to express our sincere thanks for your floral tribute of sympathy received during our recent bereavement.

Herman Lauble and Family.

BIRD PRODUCTS

Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt American Twins Thick Butt NEPONSET Double Twins
American Double Twins Super Twins Hex-Twins Lock-Butt Individuals
Super Twins (Thick Butt) Giant Individuals Custom Made

BIRD Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Old Reliable Economy

BIRD Building Papers

NEPONSET Black Saturated and Coated American Economy
Refrigerator Insulating

BIRD Wall Board

NEPONSET Board, Cream White American Board

BIRD Specialties

Asphalt Felt Paroid Built-up Roof BIRD Deadening Felt
Plastic Cement Roof Coating
BIRD Insulating Board Art-Bric Siding

Flooring Division

BIRD Rugs BIRD Floor Coverings BIRD Tile Flooring
BIRD Rug Border BIRD Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes
Flower Pot Covers

Paper Division

Shot Shell Cartridge and Wad Papers Rocket Paper Buff Socket Paper Torch Paper
Bird Wadding Standard Index Cardboard Felt Papers for Special Purposes Paper Mulch

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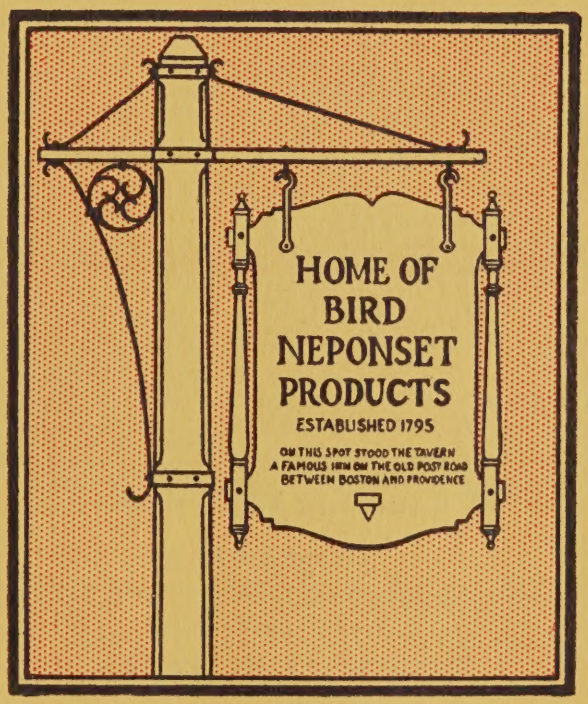
BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

{Complete List of Bird Products on Inside Back Cover}

BIRD'S Neponset REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole. Mass.



VOL. XVIII NO. 2 FEBRUARY 1930

Established 1795

BIRD & SON

(incorporated)

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.
Phillipsdale, R. I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

Officers

President, Philip R. Allen
Vice-President, George R. Wyman
Vice-President, Elmer H. Bartlett
Sec. and Treas., Herbert H. Miller

Directors

Philip R. Allen
Elmer H. Bartlett
Charles S. Bird, Jr.
George D. Dutton
George C. Lee
John R. Macomber
Herbert H. Miller
Howland Twombly
George R. Wyman

SALES

Paper Sales Division
Vice-Pres. and Mgr.
E. H. Bartlett

Roofing Sales Division
Manager, P. H. Bailey
Eastern Mgr., W. E. Hale
Southern Mgr., A. D. Kilham

Box Sales Division
Manager, C. H. Andrews

EXECUTIVE

Asst. to Pres., R. C. Floyd
Treasurer, H. H. Miller
Asst. Treas. and Credits, D. E. Merrill
Asst. Treas., H. E. Davenport
Purchasing and Traffic, A. H. Russell
Assistant, M. J. Hawkins
Auditor, A. H. Anderson
Labor Bureau Manager, B. D. Rogers

Research
Director of Research, G. R. Wyman
Assistant, E. M. Lines
Chief Paper Div., E. L. Connolly
Chief Flooring Div., J. E. Graham
Chief Box Div., J. B. Maguire

MANUFACTURING

Vice-Pres. and Mfg. Mgr., G. R. Wyman
Asst. Mfg. Mgr., S. B. Montgomery
Plant Engineer, C. W. Conrad
Supt. Planning Div., P. N. Hills
Supt. Paper Div., S. W. Smith
Supt. Felt Div., T. G. Henderson
Supt. Flooring Div., R. M. Wight
Supt. Norwood Rfg. Div., E. L. Chamberlain
Supt. No. 1 Box Factory, R. L. Tupper
Supt. No. 2 Box Factory, S. W. Gladding

WESTERN ROOFING DIVISION

Manager, F. H. Hird
Manufacturing Manager, B. H. Roberts
Sales Manager, W. W. Wilson
Southern Sales Manager, R. D. Peterson

Branch Offices

Boston, New York, Chicago

Warehouses

East Walpole, Mass., Norwood, Mass., Chicago, Everett, Mass., Brockton, Mass.

FLOORING SALES DIVISION

Bird and Son Sales Corporation

President P. R. Allen
Vice-President and Sales Manager, H. E. Sawyer, Jr.
Sec. and Treas., H. H. Miller

Eastern Mgr., W. B. Rogers, Jr.
Western Mgr., R. W. Westcott

Branch Offices

Boston, New York, Chicago

Warehouses

Albuquerque, Baltimore, Camden, Chicago, Cincinnati, Dallas, Davenport, Detroit, East Walpole, Grand Los Angeles, Rapids, Houston, Indianapolis, Kansas City, Memphis, Milwaukee, New Orleans, Oklahoma City, Pittsburgh, Richmond, Newark, San Francisco, St. Louis, St. Paul, Sioux City

BIRD'S NEPONSET REVIEW

Vol. XVIII February 1930 No. 2

SPECIAL SUGGESTION AWARDS

GOOD IDEAS BRING GENEROUS CHECKS TO TWELVE MEN

EIGHT of the winners to whom special additional suggestion awards were made for 1929 gathered in the office of President P. R. Allen on the morning of January 22 to receive congratulations and be presented personally with the special prizes which their suggestions during the year had won for them. With Mr. Allen were Vice-President G. R. Wyman, Mr. C. W. Conrad and Mr. B. D. Rogers, members of the Executive and Suggestion Committees.

Before making the presentation, Mr. Allen spoke briefly of the value of the Suggestion Plan which has now been in operation since 1913. Ideas, he said, are intangible in value, and cannot be figured in dollars and cents. But it is the steady application of new ideas—and good ideas—that has built up Bird & Son through all its existence. The ideas which the Suggestion Plan brings forth are just the type of which the company is in search, and it is because these suggestions are of value that Bird & Son is eager to make generous awards each year for the best ideas that have been presented. Mr. Allen further mentioned the unusually large number of suggestions for the year, and the substantial increase in the number of suggestors. The type and character of suggestions submitted, he said, has also greatly improved this year.

Prize-winners of Special Suggestion Awards, together with the Executive Committee who presented the checks. Left to right: William F. Murphy, Roofing Shipping, B. D. Rogers, David H. Regan, Sr., Machine Shop; Arsene Marchand, Shoe Carton Department; Mario Baragine, Boiler Room; C. W. Conrad, Martin Lambine, Machine Shop; Amos T. Dixon, Shoe Carton Department; John O'Donnell, Corrugated Case Department; G. R. Wyman, Edward Geraghty, Millwright; and P. R. Allen. Insert, left, Horace A. Hart; Jr. No. 1 Box Shop; right, Charles Anthony, Phillipsdale

At this special meeting a total of $720.00 was presented in prizes. And during the year 1929 a grand total of over $3600.00 has been awarded.

Upon the conclusion of his talk, Mr. Allen gave out the following checks. Four of the twelve men to receive special awards were unable to be present.

The First Grand Prize of $100 went to Martin Lambine of the Main Mill Machine Shop for his suggestion for Two Edges on Circular Cutters for Rotary Dies.

The Second Grand Prize of $50 went to William F. Murphy, Norwood Roofing Shipping, for his suggestion for a New Method for Checking and Tallying Cars.

The Third Grand Prize of $25 went to John O'Donnell, Corrugated Case department, for his suggestion on Method of Running the Slitter and Creaser.

In addition to these prizes, each won a special award for the same suggestions—Martin Lambine winning one for $75; William F. Murphy for $75; and John O'Donnell for $50.

Other special awards were made as follows:

Arsene Marchand, Shoe Carton department—$75, for his suggestion to Print and Cut Roofing Wrappers on Miehle Presses.

David H. Regan, Jr., Millwright—$75, for his suggestion for Fibre Shipping Cases for Shingle Boards.

Mario Baragine, Boiler Room—$50, for his suggestion to Drill and Tap Side Bar Rod Bolts for Riley Stokers.

David H. Regan, Sr., Machine Shop—$50, for his suggestion for Rubber Pad on H Machines.

Charles E. Anthony, Phillipsdale—$25, for his suggestion for Elimination of Waste on Gum Strip Machines.

Edward Geraghty, Millwright—$25, for his suggestion on Cutting Insulating Board Samples.

Amos T. Dixon, Shoe Carton department—$15, for his suggestion for Reduction of Material in Automatic Lids.

Horace A. Hart, Jr., Factory Planning department—$15, for his suggestion for Visible Control of Orders in his department.

John Hall, Phillipsdale—$15, for his suggestion to Change Holes in Bed Knives of Perkins Cutter.

It is interesting to note that two of these men—D. H. Regan, Jr., and John Hall—left our employ during the year, but that the special awards were made to them just as if they were still fellow-workers.

Many Suggestors

The number of suggestions submitted during 1930 was unusually large. 359 suggestors submitted 1274 suggestions. 390 of these suggestions were accepted, and awards were made to 189 different people. 52.6% of the suggestors were successful in having suggestions accepted; and 30.6% of the suggestions submitted were accepted. Of the 390 suggestions accepted, two were in Class No. 1, representing Improvement in Product, or New Product; 73 were in Class No. 2, representing Reduction in Costs of Manufacture; and 315 were in Class No. 3, which is the class for suggestions of intangible value.

We want to remind everyone that all suggestions accepted during 1929 will count toward the additional Ten Dollar Award for Five Accepted Suggestions. Several have a good start toward another of these awards already. There were fifteen of these awards made during 1929.

Meeting of January 8

THE following suggestion was accepted in Class 1—Improvement in Product—and given an award of $25:

Improvement in One Piece Box	Guy Hoyt, FXR

The following suggestions were accepted in Class 2—Savings in Cost of Manufacture—and given an award of $10 each:

Steam Line under Glue Pots	Guy Hoyt, FXR
Improve Jordan Filling	Michael Smith, EMW

The following suggestions were accepted in Class 3—Intangible Value—and given an award of $5 each:

Raise Tie Rods on Thickener Water Vat	Charles Anthony, DPP
Hinges on Window at Waste Water Pump House	Andrew Center, EMP
Protect Tail Light on Truck	William Donohue, EMT
Improve Aging Room Crane	John Healey, FFN
Directions Stenciled on Roof Coating Drums	C. D. Hurtt, CE
Cables on Paint Trucks	George Johnson, FFP
Relocate FXFM15 to FXG	Bernard Maini, FXF
Pull Rolls at Cut-offs on FXCM2	Charles Mutch, FXC
Handle to Open Bird Screen Valves	Herman Nordstrom, DMP
Strap Support for Hand	Frank O'Neil, FXR
Ring on End of Pull-out Clamp	William Pratt, FFR
Install Air Hose Connection at SM	E. C. Rafuse, SM
Scraper for Tachometer Roll	Darrell Richardson, DPJ
Hangers for 110" Shafts	Darrell Richardson, DPJ
Protect Scale	Carlos Salvatorelli, DMH
Brake on SP Ladders	R. A. Smith, SP
Supports for Piles of Lids	Sidney Stather, FXR
Finish Platform in Rough Material	Henry L. Treen, DFW
Method of Saving Waste on DMPM5	James Trenholm, DMP
Move Post on Winder	James Trenholm, DMP
Hose over No. 5 Savealls	James Trenholm, DMP
Blocks for Slipped Reels	James Trenholm, DMP
Improve Dryer Spears	James Trenholm, DMP
Red Line on Corrugated Forms	R. L. Watson, FXD
Mount Guide Roll on Hinges on Rug Border Machine	Ernest Wood, DBE

SUGGESTION STATISTICS

Year	Suggestions Sub-mitted	Suggestions Accepted	% of Total	Suggestors No.	Suggestors Success-ful	% of Total
1924	538	134	24.9	189	89	47.1
1925	552	163	29.5	201	90	44.8
1926	897	271	30.	255	132	51.7
1927	910	244	28.7	239	133	55.6
1928	713	232	32.1	239	130	54.4
9291	1274	390	30.6	359	189	52.6

SUGGESTION COMMITTEE.
W. E. Smith, *Secre y.*

Mutual Benefit Association Holds Annual Meeting

ELECTION of new officers, and re-election of old officers, was the chief business transacted at the Annual Meeting of the Bird & Son, inc. Employees' Mutual Benefit Association held in the East Walpole Lunch Room on the night of January 14, 1930. In spite of the weather, twenty-six members were present.

Halburton Dobbins was elected President, replacing Ralph Wilkins, the President during the last two years. E. L. Connolly was chosen Vice-President, and A. W. Smith and J. J. Linnehan were re-elected to the offices of Secretary and Treasurer, respectively. The entire Investigating Committee was re-elected, and is as follows: Edward Geraghty, Helen Randall, Lyman Small, John Maitland and Frank Whitehead. The new Nominating Committee is as follows: William Quinn, James E. Smith and Henri E. Davenport.

The reports of the Secretary, Treasurer and Chairman of the Investigating Committee were read and accepted. The Treasurer's report showed a total membership on December 13, 1929 of 1816, an increase of one member over last year. 220 members joined during the year.

Reporting for the Investigating Committee, Mr. Geraghty said that 288 members had applied for sick benefits, and 237 of them were found to be entitled to receive benefit. This is an increase of 37 over last year. Five members have died during the last twelve months, and seven have received full benefit.

The Phillipsdale report was read by the Secretary and showed a loss of twelve members during the year. Sick benefit was paid to 33 members.

Mr. Rogers in his report as Financial Secretary remarked upon the increase in the number of members receiving benefits (37), and at the same time a decrease in the total amount of benefits paid by about $90.00. This showed, he said, that while more members had received benefits, there were fewer cases of prolonged illness. He also commented upon the small number of members present and expressed the hope that in future years more might attend. There was considerable discussion about annual physical examinations for all members. It was the general opinion that it would not be wise to require such an examination, but to leave it optional as at present.

Mr. Rogers further suggested that a report of the Chicago Branch similar to the one now sent from Phillipsdale, be obtained and read by the Secretary. The matter of establishing a separate investigating committee at Bird Machine should also be considered, he said.

In closing, Mr. Rogers spoke of the substantial increase in assets that the organization has shown during the past few years, and expressed the hope that something definite might be done with this money to benefit the members directly. There was considerable discussion, and a vote was passed to refer the matter to the Executive Committee to study during the year and report at the next annual meeting.

One hundred dollars was again voted to the Norwood Hospital as a contribution from the organization, and votes of thanks were extended

Employees' Mutual Benefit Association officers elected at the annual meeting: John J. Linnehan, Treasurer, E. L. Connolly, Vice-President, Halburton Dobbins, President, A. W. Smith, Secretary

to Bird & Son, inc. for its financial assistance, and to the retiring President Ralph Wilkins, for his work during the two years he held office.

The meeting adjourned at ten o'clock.

LONG SERVICE

DURING the Annual Meeting of the Employees' Mutual Benefit Association last month, some interesting figures came to light.

Edward Geraghty, Chairman of the Investigating Committee, in thanking the members for his re-election mentioned the fact that this was his tenth election to the Investigating Committee. For two years he served as a regular member, and for the past seven he has been its chairman.

Mutual Benefit Association Investigating Committee, all of whom were re-elected this year. Left to right, John Maitland, Edward Geraghty, Helen Randall, Frank Whitehead and Lyman Small

John J. Linnehan, once again elected Treasurer of the organization, is beginning his eleventh year in that office.

Such long and faithful service is worthy of special recognition, and we take real pleasure in extending our congratulations to these men on their re-elections.

CREDIT UNION SAVINGS TO PAY 4½% INTEREST

BEGINNING with the three months' interest period ending January 31, 1930, the Neponset Credit Union will pay 4½% interest on savings deposits.

Interest is paid on savings accounts up to $250. Christmas and Vacation Club funds are included in this amount, and also draw 4½% interest.

Interest is paid quarterly—on the first of February, May, August and November.

This is a good time to explain how interest on savings is figured. For example:

A member deposits a total of $5 during October, $5 during November, and $5 during December. Each $5 starts to draw interest from the first of the following month. The October $5 draws interest for three months (November, December and January); the November $5 for two months (December and January); the December $5 for one month (January).

If, however, any money is withdrawn during any one of the last three months, it prevents interest being paid on that part of the money which has been on deposit the longest.

For example: If $5 is withdrawn in January, interest is not paid on the October deposit, providing no withdrawals have been made previous to January. If the account had a balance when the October deposit was made, the balance would draw interest the same as the October deposit. A withdrawal made any time during November, December or January would be deducted from the old balance.

Bird Corrugated Cases Adopt Latest Mode of Travel

NONE of us have had, or are very likely to have, a flight to Europe in the Graf Zeppelin, but one of the products we manufacture has had that distinction.

When the Graf Zeppelin started the first leg of its round-the-world flight, from Lakehurst to Friedrichshagen, she stocked up with a supply of Bamby Bread. The bread went aboard packed in Bird Re enforced Corrugated Cases, which are said to have stood up well during the trip.

1930—A CLEAN SLATE—AND A CHANCE TO MAKE A BETTER SAFETY RECORD THAN EVER

WHO doesn't get a kick out of putting on a new suit of clothes? A new suit, a shine, a shave, and a haircut will put fresh pep into anyone. A new year is also stimulating.

The new year is the traditional time for forgetting past mistakes and making a fresh start. In spite of all the wise cracks about good resolutions that die during the first week in January, making a fresh start is well worth while.

But about that new suit. When it is still new just watch how carefully the owner pulls up his trousers to save the crease when he sits down, and how careful he is to keep gravy off the vest. But after the trousers begin to bag at the knees and wear shiny on the seat he isn't so fussy.

If the safety record becomes spotted before the year is very old, don't get discouraged. Sponge off the spots, put in a fresh crease and keep on trying. It is always possible to improve on last year's performance.

How can we do it? By paying more attention to the little things. By using reasonable caution and avoiding unnecessary chances. By giving the new man a few pointers on his job. By watching for unsafe conditions and practices and reporting them. By getting first aid promptly for slight injuries.

Too many workmen are obsessed with the idea that if they use safety methods and appliances prescribed by their superiors, their fellow workers will class them as "sissies". The authors of such opinions should not be considered as being capable of thinking and no regard should be given their view when it comes to playing safe.

Many accidents result through play and tricks that are intended to make a fool of someone. The practices of hitting another fellow when he is in a stooped position; upsetting him when his body is not balanced; throwing things about the room and removing chairs when someone is about to sit down should be eliminated as any of them may prove serious. Such capers, while being classed as fun by their instigators, are in reality taking chances of injuring the victim.

Employees should yield to any good advice that another fellow may give. He may know a safer way to do the job and it will benefit us if we will listen and act accordingly.

Safer conditions and consequently less accidents will follow if every one will do his utmost to keep the aisles and runways clear. Boards with nails in them should not be left lying where someone can step on them; pick them up even though you did not leave them there.

Electric switch boxes and cabinets should be kept closed at all times and under no conditions should they be tampered with. Don't use them for storing oil cans, bolts, washers, bottles, rags, etc. Never start a large motor and then attempt to stop it by pulling the main switch; if it doesn't stop by pressing the stop button, call an electrician. Serious burns have resulted from failure to observe this precaution. Never attempt to repair any electrical device. There are men employed for that purpose around the shop and they should be advised as to defective equipment.

Oily rags and waste should never be stored in cupboards, tool boxes or lockers; spontaneous combustion can take place and the results are dangerous to life and property.

Ruptures and strained joints sometimes are the result of lifting heavy objects; if the job is too heavy, ask someone to assist you.

Goggles should be worn when operating grinders, emery wheels and on jobs where flying chips are liable to injure the eyes.

Wear dark glasses when the eyes are to be subjected to extreme brightness, such as the flame from acetylene torches and arc welders.

Play the Safety game, fellows—play it 100%. Teamwork. It costs nothing, requires no extra work on your part—just carefulness. Let's spare no effort, but get behind the Safety wagon and push. Let's make 1930 our SAFEST year on record.

TO F. W. BIRD, DR.

AN old bill, dated January 1860, just seventy years ago, made out against C. G. and G. O. M. Plimpton, and receipted by F. W. Bird has been received at the *Review* office recently.

The fact that it is such an old bill and that it is receipted by F. W. Bird himself makes the paper a very interesting one. Those interested in seeing this document may ask at the Labor Bureau.

Co. 11, Flooring Plant Victors in Annual Hose Coupling Contest

BETTERING the winning time of a year ago by seven seconds, Company No. 11 of the Flooring Plant took first place in the Annual Hose Coupling Contest held at the East Walpole Brigade Room on January 6, 1930. Their unusually fast time was one minute, two and seven-tenths seconds, or eight and four-tenths seconds better than the other contesting team, Company No. 1 of the Main Mill. Last year Company No. 11 was the winner of second place.

As in other years, the contest consisted of first coupling up four fifty-foot lengths of hose from hydrant to nozzle, without any loose couplings or twists in the hose which would prevent a free flow of water. Then one length of hose was disconnected, and the others reconnected, making the complete hose one length shorter. After each part of the contest there was a complete inspection by the judges. Whereas last year there were three penalties, this year there was none against either team.

Company No. 11 consists of the following men: Captain, Elton Moore, Finishing; Lieutenant, Donald Ross, Block Room; Hosemen, Allan J. Hill, Undercoat, and Stanley Moore, Finishing; Hydrant Man, Albert Winslow, Finishing.

Company No. 1 from the Main Mill is as follows: Captain, A. W. Smith, Credit Union; Lieutenant, George Eisenhaur, Carpenter Shop; Hosemen, Frank Eisenhaur, Printing; John Bache, Machine Shop; Martin Kane, Stock Handling. Company No. 1 is a Reel Company, and regularly has only four men. John Bache was the fifth man "drafted" into service for the contest.

Two judges, John Dower, Piping; and Victor Grant, Flooring Print Machines, tested the couplings and inspected the hose after each trial. Time-keepers were Frank Whitehead, Electrician, and Nelson Bartlett, Roofing Maintenance.

A summary of the contest is given below. Trial A refers to the joining of the four lengths of hose; trial B, the removing of one length of hose.

Prize-winning Fire Brigade Company No. 11 of the Flooring Plant together with their Fire Chief: Left to right, Stanley Moore, Finishing, Allen Hill, Undercoat, Michael Sheehan, (Chief) Roofing mill, Albert Winslow, Finishing, Donald Ross, Block Room and Elton Moore, (Captain), Finishing. This team won the 1930 contest in the unusually good time of one minute, two and seven-tenths seconds.

Company No. 11, Flooring Plant

Trial	A	36.7 seconds
"	B	26 "
Total		62.7 seconds (1 minute, 2.7 seconds—Winning Time).

Company No. 1, Main Mill

Trial	A	48.2 seconds
"	B	22.9 "
Total		71.1 seconds (1 minute, 11.1 seconds.)

Since both Companies represent winners at their respective mills, in contests held in December, all the men in both Companies will receive special prizes to be awarded in the near future.

CAL LAUGHED

Just before Will Rogers first met President Coolidge, one of Will's friends said: "I'll bet you, you can't make Cal laugh in two minutes."

"I'll bet he laughs in twenty seconds," replied Will.

Then came the usual introduction: "Mr. Coolidge, I want to introduce you to Mr. Will Rogers."

"Glad to meet you," said the President. Will held out his hand, looked very confused, then said: "Excuse me, I didn't quite get the name."

BIRD CLUB ENTERTAINMENT

LADIES' Night, held on Thursday, January 9, in charge of a committee from No. 1 Box Shop, added one more evening to the long list of "successful Bird Club entertainments." Bird Hall was completely filled with members and their guests who enjoyed a fine entertainment and two hours of dancing.

Miss Edna Polloy, master of ceremonies and herself an entertainer, introduced the various attractions. Miss Polloy and Miss Nina Spaulding presented several groups of songs and novelty numbers, and Miss Spaulding showed herself a talented player of the violin. The McCabe Sisters delighted the Scotchmen's hearts with a "bagpipe" dance at the beginning of the program and appeared in several other dances during the evening.

Guy A. Sweeney, who appeared first as a hard-boiled private with a voice like a fog-horn, and later as a "smooth" gentleman in white trousers and blue coat, furnished plenty of laughs and was encored several times by the appreciative audience.

During the intermission the members and guests adjourned to the Brigade Room where refreshments of ice cream and cake were served. After the chairs had been cleared from the Hall, the dancing began immediately and lasted until twelve. Music was furnished by Liddell's orchestra.

Second-prize winners in the Fire Brigade contest with their Chief; Company No. 1, Main Mill: Left to right, Martin Kane, Stock-Handling, John H. Smith, (Chief) Yard, A. W. Smith, (Captain), Credit Union, George Eisenhaur, Carpenter, Frank Eisenhaur, Printing Department, John Bache, Machine Shop

New Road Regulations—Now in Effect

Published by the Safe Roads Federation of the Massachusetts Safety Council

THE new state traffic regulations that went into effect November 1, 1929, require compliance with the following rules:

Where a highway is divided into three lanes, indicated by white lines, keep out of the centre lane except when overtaking another vehicle or in preparation for a left turn.

Pass other vehicles only on the left side, and with clear view. Give a warning with your horn, before passing, unless within a business or residential district. But it is forbidden to pass another proceeding in the same direction upon any hill or curve, unless there is an unobstructed view for 300 feet, or the highway is divided into four lanes. Do not pass another vehicle at a railway crossing.

A driver of a vehicle about to be overtaken shall yield the right of way on signal and shall not increase his speed, nor alter his direction.

The driver of a truck, bus or horse-drawn vehicle when travelling outside a business or residential district must keep 200 feet behind other vehicles except when passing under proper conditions.

In turning to the right at an intersection, approach in the lane of traffic nearest to the right, and in turning keep as near as practicable to the right curb. In a left turn, enter in the lane of traffic to the right of the center of the highway.

A horn warning must be given to pedestrians likely to be affected before starting, stopping or turning from a direct line, and a signal must be given to other vehicles.

Vehicles must not be parked on main travelled highways when there is room to leave them off the unimproved part of such highway. No vehicle can be parked within 100 feet of an intersection controlled by traffic signals.

No person shall drive any vehicle in such a manner as to unnecessarily obstruct the normal movement of traffic.

Are You for Safe Driving?

A real chance for you to help reduce the number of motor accidents in the state and help solve the problem of sate driving at all times is offered by the Safe Roads Federation of the Massachusetts Safety Council, which issued the condensed traffic rules printed above.

Membership in this society costs one dollar. In return for this you receive a membership card and a special emblem for your car. Eighty-five cents of your dollar goes directly into the highway safety work, which includes all kinds of safety "education" for both children and adults. The whole purpose of the Federation is to make driving as safe as is humanly possible in the state of Massachusetts.

Applications for membership are on file at the Labor Bureau, and may be obtained from there at any time. JOIN NOW.

BIRD'S
NEPONSET REVIEW

Vol. XVIII. FEBRUARY 1930 No. 2

Published Monthly by the Employes of Bird & Son, inc.
In the Interests of the Company and Its Workers
For the Promotion of
Good Service Good Business
Good Will

MILLS: East Walpole and Norwood, Massachusetts;
Phillipsdale, R. I.; Chicago, Ill.

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An empty train of thought is not nearly so good as a little wheelbarrow of ideas.

SUGGESTION STATISTICS

LAST month the winners of special suggestion awards gathered in the office of our President, Mr. Allen, and received congratulations for their excellent suggestions during the year 1929. We are proud of these men and glad to honor them with a special article in this issue.

But elsewhere in these pages we have printed a short item called suggestion statistics. Because this includes a larger group—the total number of suggestors for the year—it is even more interesting. Figures are given showing the number and per cent both of suggestions accepted and of suggestors submitting them since 1924.

Two figures in this table stand out as especially interesting. The fact that fifty-two per cent of those who submitted suggestions were given awards shows that a man who offers a careful, well-thought-out suggestion stands better than an even chance of getting it accepted. And yet, there is room for improvement. More careful, well-planned suggestions submitted next year will mean a higher percentage of suggestors who win out.

The other interesting figure is the total number of suggestors during the year. Three hundred and fifty-nine suggestors submitted a total of 1274 suggestions—an increase of 120 in the number of suggestors themselves. Both men and women, it seems, are beginning to realize the value their suggestions hold for them, for their departments and for the company. Such an increase is just what the Committee has been working for—a proof that more men are taking a real and intelligent interest in their jobs. We are glad to see this substantial increase, and we hope that next year, at the end of 1930, we shall be able to report another increase in the number of suggestors as large again as this year.

BORROWING MONEY

BACK in November we published an article in the *Review* telling about the opening of a branch office of a financing and loan association in Norwood where loans up to $300.00 may be made. Their interest charges, while within the laws of the state, are very high.

During the last few weeks this company has issued another announcement of their "easy" loan plan, and just as a reminder of what this plan really means, we are reprinting some figures that we gave in November.

$100.00 borrowed from this association and paid back at the rate of $10.00 a month would cost in interest $16.50. Borrowed from the Credit Union, unsecured, for the same length of time, the interest would amount to only $5.04; and if security were given, only $2.52.

To borrow $300.00 from the Credit Union at unsecured rates, paying back $25.00 a month costs $17.92; at secured rates, $8.96. To borrow under the same conditions from the commercial organization costs $58.50.

When you find it necessary to make a loan, just look at these figures again, and decide for yourself where you should apply for the money. On a single loan of $300.00 you can save over $40.00 by borrowing from your Credit Union.

Paper Mill Wins Safety Trophy

THE Safety Shield, which passed in September with so much pomp and ceremony from the Roofing Mill to the No. 2 Box Shop, is now in the possession of the Paper Mill.

No. 2 Box Shop lost its right to retain this shield when it had an accident on January 14th. This was the first lost-time accident in the Box Shop since April 10, 1929, a total of 278 calendar days with an unbroken record.

We congratulate the No. 2 Box Shop on its worthy record, and we wish the Paper Mills a long companionship with this shield of Safety.

CORRECTION

THROUGH an error in last month's *Review* we stated that the George W. Blabon Company and the Sandura Company, inc. had merged. The George W. Blabon Company has kindly called this error to our attention.

There has been no merger between the two companies, and both are still operating as separate identities. There has been, however, a selling corporation formed for the sale of the products by both companies. This combination of sales forces is the only "merger" that has taken place. In no other respect are the two companies identified.

HEALTH NOTES

BUTTON UP YOUR OVERCOAT

By C. O. Sappington, M. D., Director,
Industrial Health Division, National Safety Council

THE fellow who brags about his cold baths is a pest during the winter months to those who shiver in the cold blasts. To some, a cold bath brings a warm, healthful reaction; to others it may be positively dangerous.

Many have the idea that wearing as little clothing as possible is a good way to "toughen" themselves against cold weather. It is true that some people can wear light clothing in winter without serious discomfort but the idea of any toughening process is entirely wrong.

The body is actually a heating plant stoked with food. Insufficient clothing for the season permits too much heat to escape for bodily comfort and welfare, and resistance to colds and other diseases is likely to be weakened rather than strengthened. Comfort is a safe guide in deciding whether to wear long flannels or B. V. D.'s.

Years ago people were afraid of cold air, particularly night air. They slept with rooms sealed tight. Then many went to the other extreme and opened the windows wide, even with strong cold winds blowing in. Too low a temperature in a sleeping room is not desirable. It should be about ten or fifteen degrees below the temperature of a living room. On a cold night it is sufficient to open the window about two inches to secure ample circulation of air.

Engineers are careful to insulate heating systems to avoid waste of fuel, and the body needs a similar insulation. Cold weather is exhilarating if you are comfortably dressed but if you are numb or chilly your resistance is being lowered.

All persons do not require the same amount of clothing so let the other fellow brag about his hardiness. Let comfort be your pride.

TACTFUL

"Now, Bishop, how old do you think I am?" coyly asked a literary spinster of a man whose unfailing courtesy was supplemented by his wit on many occasions.

"My dear lady, that is a hard question for a man who can scarcely remember his own age," said the bishop, cautiously, "and in your case it is particularly difficult, for you look five years younger than it seems possible you can be, when I consider what a wonderful amount you have accomplished."

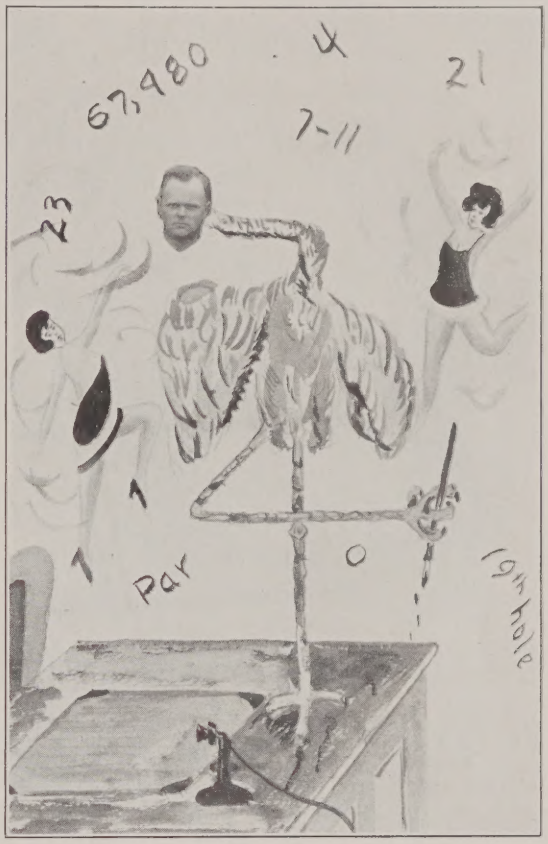
THE AVIARY

Aviary—A house or place for keeping birds confined; an enclosure for live birds.—Webster.

A substitute, however worthy, for "The Bird Cage" of Ike and Mike. With apologies to them, and to Jerry, the Office Cat, The Mocking Birds present their first brain-child in the next column.

The Mocking Birds respectfully request that their efforts to keep their identity secret be respected. It is their plan to continue The Aviary as long as there is any interest in it, and they feel that this can best be done if they are permitted to work incognito, so to speak. If you think you have figured out who they are, keep it to yourself and enjoy the knowledge alone. In other words, be a good sport and don't try to look under their masks.

They state, also, that all suggestions will be gratefully received. If you know of a good joke on any member of the organization which might be used in The Aviary, write it down and send it to The Mocking Birds, care of the *Neponset Review*.



ANDY CRANE

According to our old friend, Noah Webster,
An aviary is a place for keeping birds confined.
And in this institution, large and cheery,
You will find birds of every different kind.

We first present to you the "Andy" Crane,
True to his kind, with long legs and long neck,
And though his head is not entirely bare,
It won't be long before it is, by heck.

His complexion is the envy of the girls;
His talking always is to some intent;
His jobs are many, and his interests varied,
While figures seem to be his natural bent.

And what we mean by "figures" is the usual—
Tho' figures are of many different kind,
And tho' his prim'ry interest's math'matic'l,
We know to other "figures" he's not blind.

This "bird's" a very busy sort of person,
He's always doing something,—every minute.
We really don't know what our Aviary'd be
If we didn't have the "Andy" Crane within it.

The Mocking Birds

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff *Sabina Costello* *Margaret Owens*
Mildred Saitz *Raymond White* *Julia Lynch*
Myrtle Mayshaw

Rogers Weed, Jr., Roofing salesman, has been transferred from Central Pennsylvania to Rhode Island.

A. A. Boyd is handling the Pennsylvania territory formerly handled by Rogers Weed.

Roofing Sales received a note from P. H. Bailey written on the S. S. Franconia just before he sailed on his trip around the world.

C. D. Hurtt, Roofing Correspondent of the Southern division has been appointed Steward of the Bird Club, taking the place of T. G. Wright, who left Bird & Son to accept a position in Pennsylvania.

We welcome as a new correspondent in Box Sales, Robert B. Bowler, Jr. He will fill the vacancy left by R. G. Gardner.

Two Flooring Sales girls recently married. Left, Mr. and Mrs. Arthur Knoll (Eva Gifford). Right. Mr. and Mrs. Joseph Yadisernia (Bertha Kannally).

A long and interesting memorandum was recently received from L. L. Thompson, Southern salesman in Washington, D. C. We wish there was room to reprint it all. Washington seems to be a great "stopping-off" place and he reports visits and phone calls from many Bird & Son men, past and present.

Miss Gertrude Smith of Billing has announced her engagement to Richard Walsh of Hyde Park.

The engagement of Miss Florence Duncan to Thomas G. Wright, formerly of Bird & Son and now with the Duplate Co., Creighton, Pennsylvania, was recently announced.

It doesn't seem the same without George Dobler and John Donovan who joined the general exodus on January first and started on the road. John has gone to Ohio, the territory formerly covered by Ed Johnson, and George has the western New York territory with Syracuse as his headquarters.

We are glad to see H. B. Mason, who recently underwent an operation for tonsilitis, back on the job once more.

Who stole Arthur Wilson's overalls? 'Fess up, because he needs them!

We welcome Alan Shaw to the Flooring Division correspondence force. Alan is fresh from Bowdoin College.

We always welcome Dick Winn and Mr. McCann who can visit us more often now that they have New England territory.

Mr. Emanuel Green of Glasgow, Scotland, visited us again recently.

Some of the girls bowled in Dedham one night but not one was seen with crutches the next day.

We hear that "Gill" Gillmore spends the week-end in Gloucester, Maine.

We are glad to see Jack Bradley back to work after an operation for tonsilitis.

A surprise party was given to Gladys Duncan on the 22nd—the occasion was her birthday. Friends from Waltham, Newton, Watertown, Norwood and Walpole attended and after a midnight luncheon was served and the last strains of harmony had died away, the party was termed "perfect."

Since Win Rhind bought a new radio, popular songs have been predominant around the Credit department.

Believe it or not (not by Ripley), the twins are back to work, and Myrtle didn't know Gladys was sick, neither did Gladys know Myrtle was.

Ann Mahoney, who suffered a fractured hip in the automobile accident in December, went home from the Norwood Hospital on January 17, and is almost completely recovered from her injuries. Her friends at Bird & Son are expecting her back to work almost any time now.

Bill Miller and Bob Gardner are also both nearly recovered. Miller may possibly be back on the job before this issue appears, and Gardner, who has returned to his home in Canada, writes that his arm is practically all healed and that his prolonged vacation has made him "fatter than ever."

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran *William F. Quinn* *John F. Burke*
Herbert L. Badger *John H. Maguire*
Welthea Smith *Mary Driscoll*

Tom Wright left us recently to take a position in the development engineering department of the Duplate Corporation at Creighton, Pa. His many friends will be glad to hear that, on his arrival, he was given the opportunity of filling the vacancy left by the Plant Engineer, and that the future looks rosy for Tom.

"We all read in the last issue about the telephone operators. Now we want to see their picture" (Flooring note last month). Well, here they are, boys! Left to right: Ethel Hayward, Helen Ballou, and May Morrill, Chief Operator.

Halburton Dobbins of the Maintenance stores department showed us a card the other day which gives him membership in the Sons of the American Revolution society. Membership in this society can be had only by definite proof that some immediate relation fought in the Revolutionary War. Mr. Dobbins believes that such membership is quite rare around East Walpole, and is interested to know if any other Bird & Son employees belong.

John E. Curran of the Stock Transfer department has been out sick for a few days.

W. F. Geary of the Finishing Mill was kept at his home by illness last week.

Phillipsdale, R. I., Mill

Rexford H. Salisbury — *John H. Nolan*
David S. Lowry — *Leslie E. Howard*

We were very sorry to hear of the death, on January 10, of Randall Livingston, son of William Livingston, one of our night foremen.

The family of Anthony Oliver, one of the men in our cutter room, is on a visit to Portugal.

Mrs. Banks, the wife of our master mechanic, is about to start on a two months' trip to England and the continent.

Everyone around here is talking radios now. Radiolas seem to be preferred by Mr. Henderson and Herb Chamberlain while Rex Salisbury and Leslie Howard are buying Ever-readys. Tommie Horridge and Alex Homenick have bought Stromberg Carlsons and Willie Banks has been telling us about his new Zenith.

Joe McBride, our head office boy, recently pulled a live mouse out of one of his pant legs. He ought to be a magician.

The only new car reported this month has been Alfred Battey's Pontiac. We haven't seen this car yet and we are beginning to be afraid that it is something like George Inman's car, "only out in the other kind of weather."

Joe Borges reports the murder of nine giant rabbits on his farm recently by some unknown dog.

The new Bird and Son sign at the corner of Willet Street in Walpole

The fire drills for the last two months have been held inside and much interest has been shown. A hose contest resulted in a tie between the reel company and the day company and the reel company wants the credit for it or another chance. Captain Howard had charge of the drill one month and showed the fellows some new stunts in climbing ladders.

The new cutter has been installed in the cutter room and is making things fly in fine shape.

Several men have been out sick but all but one have returned to work. John Davis is still out but hopes to be with us soon.

We will be more or less relieved when the bowling season is over for then we won't have to listen to the details of high scores by John Nolan and Rex Salisbury. What would these fellows do if they had to roll on good alleys?

Charlie Riley has got rid of all of his poultry flock but one bantam from which he gets at least an egg a month. Joe Perry, who is reported to be able to get away with eight or ten at a meal, would not be very well satisfied with this.

Anthony Castro has found that water wasn't necessary in the radiator during the winter but he has also found that this principle won't work out in the gas tank. Even an air cooled motor must have gas to run on.

We hope the gold brick salesman doesn't get in touch with Joe Silva. Joe recently bought a ticket for a race to be held in Canada on New Year's Day but he has since learned that New Year's Day isn't the regular horse racing season for Canada.

Many a tear was shed here recently when Lloyd Allen's old Gardener passed out of the hands of Henry Gibb and was traded for an Essex. The poor old Gardener deserved better treatment than this.

Stevey Hagarty, stalwart son of Leo Hagarty, Flooring Office, looks as though he'd give Ben Ticknor an awful battle for the "All America" center position. Stevey's aggressive attitude gives him the edge, don't you think?

Jimmy Casey and Hjalmar Hyrske have taken up checkers. With the help of George Madden, "who has been forty years on the road," they are reporting progress.

Jim Cicerelli wanted to make a bet with Manuel Neves that he could eat six loaves of bread at noon beside his regular dinner of eight sandwiches. Somehow the bet is still hanging fire.

Lloyd Allen says he sure does like his coffee and no doubt he holds the Rhode Island record of cups consumed. He read an article in the newspaper where an ex-sailor drank twenty-two cups. Lloyd admits this beats his record by about ten cups.

Joseph Perry of DPV is the proud father of a baby boy born on December 14.

Helge Holter recently received a letter from one of the officials in the Industrial Trust Company in Providence to the effect that there was waiting for him at the bank a check which represented his share in an estate which had just been settled in Norway. Some people have all the luck.

Several of our men were caught in a ten mile line trying to get over Mount Hope Bridge the first Sunday after it opened although we can't get any of them to admit it. The only ones for which we have any proof are John Nolan, Helge Holter, and Rex Salisbury.

Visitors from East Walpole and other foreign parts have commented favorably on our new right of way. We think it is quite an improvement.

Jack Barquist and Charlie Riley are at it again. Jack saw Charlie going hunting one day and claims that Charlie walked forty miles and saw nothing but hen feathers. Henry Phelps, however, reports that Charlie is a good hunter and that he brought in three chipmunks in one day.

Our new beating system is now working and within a month or so we expect to have all the difficulties ironed out.

Jack Mello has been trying different radios and he says the "Hot Water Kent" was pretty good but he likes the Majestic which he finally bought. We always thought Jack was an honest fellow but he claims he got Portugal on his new set.

BOX FACTORIES

East Walpole, Mass.

Albert H. Hammond *Charles H. Mutch*
Ernest Koebe *Florence Hertzberg*
Francis Donlan

Walter McKenna was married on January 12th to Miss Agnes Wallace at the Congregational Church, East Walpole. His co-workers presented him with a beautiful banjo clock, upon hearing of the occasion.

Herman Lauble is out sick, but we hope to see him back on the job soon.

We are glad to report that Horace Hart is back at work and feeling fine, fully recovered from the automobile accident which kept him from work one week in January.

Girls of the Flooring Office. Left to right: Martha Clem, Carolyn Chapman, Wilma Reardon

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Ralph Kolseth *Richard Stoddard* *Charles Seavey*
John White *Edward Hiller*

Among the new systems recently put into operation at the Roofing Plant are Slate handling for Over-lay, Blown Saturant, Loaded coating at No. 1 machine, and a Banbury Mixer.

John Hurley is very proud of his new Buick.

We offer our congratulations to the Flooring Champion Hose Coupling Team. Great Work!

We extend our sympathies to Herbert Jepson and family in their recent bereavement.

Tony Milus has taken out his second citizenship papers.

Emil Anderson of Shipping has entered the poultry business.

We are very sorry to hear of the death of Coleman Foley's four months old daughter.

Tony Lacivita is the proud father of a son, Joseph, born December 12.

Ed Lincoln is again burning up the highway between the Plant and Taunton. He has given up his room in Norwood.

Messrs. Chamberlain and Beasley visited New York and New Jersey on a business trip during the month.

At the present writing Joe Giampa and Frank Billotta are on the sick list.

Tony Willotta has returned after a four months' visit to Italy.

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell F. Lydon*

Glen Hall received a $5.00 prize for his suggestion on inventory sheets for our dealers' and salesmen's use.

We are glad to know that "Hank" Morman has fully recovered his health and is back on the job.

We are glad to welcome Mr. Stafford back into the Bird Family after an extended leave of absence.

The final match in the tennis tournament was won by 'Bill" Wilson in a hard fought battle with O. B. Schreen. They played 76 games in four hours—with no rest periods. The scores were 16–14; 10–12; 6–3; 1–6; 6–2.

Miss Kelly has taken over the duties formerly handled by Paul Farmer in the Sales department.

Mr. Ed Stulik has replaced Ray Shirley in the Print Shop, and we hope he will become a happy member of the Bird Family.

James Young has recently joined the Manufacturing staff as assistant to Mr. Roberts. Welcome, Jim!

FLOORING PLANT AND OFFICE

Norwood, Mass., Plant

Leon Wilson *Lester Evans*
Tom Rogers *Lawrence Gammell* *Leo Haggarty*

Winford Leard has left Bird & Son to accept work at his father's garage in Franklin, Mass.

Frank Tohosky has given up his job in the Shipping Department to take the position of armorer at the State Armory recently completed in Norwood.

Romi Conti and Antonio DiFalco have recently returned from their service vacations which they received on the completion of ten years' continuous service with Bird & Son.

We understand that Charles Hooper is now enjoying a rest from operating motor vehicles.

Al Bohenberger, Shipping Foreman at Chicago, getting a little exercise after ten hours on his feet around the mill. (Note the Safety goggles and the use of Bird Roofing on all the buildings in the picture)

Albert Winslow is sporting a new Chevrolet Coach.

Robert Farris has been transferred to the Experimental department.

Francis Monahan was upset one morning. Some one told him the ice was slippery, and he fell for it.

Well, it has happened! Hagman has sold the Stutz. Robert Barss says that after he gets the moss cleaned off, he'll take us for a ride.

Ira Goding received a Radio and a New Ford for Christmas.

Since Leon Wilson and Sid Taylor have moved to Needham the tax rate has decreased. Draw your own conclusions.

Frank Umtavitch was burned, while disconnecting a wax pipe, which had become clogged. There was hot wax left in the pipe which when released, flowed out over his hand and arm.

Frank Kissel, the Office Boy, seemed to be unable to learn that a Ford will kick. He has a broken wrist, received when cranking his Ford. He broke the same one last year in the same way.

Gus Hagman was seen recently to reach for a handkerchief. Instead of finding that article, he drew forth a ladies silk stocking. Of course we all know that he uses the stocking to polish his car, but that same act in the wrong place has been known to do a great deal of damage.

Two new members from Bird & Son have been enlisted in the local unit of the National Guard. The new Armory seems to be doing its stuff. The men were Frank Kissel, formerly of the Roofing Plant and Ralph Clifford of the Roofing Plant.

We have heard of "getting one's goat," but it seems someone at the Messenger Office got Leo Bernier's dog.

The Undercoat department welcomes Syd Taylor back as their foreman again.

If Elliot Webber gets many more tattoos, he's going to charge a fee for people to look at him.

Marion Kissel recently tried to see if he could make both ends of his Ford Coupe meet around a telephone pole. They met all right and then some. Luckily Kissel came out of the accident without a scratch.

Amos Wiljakainen of Finishing and Waxing celebrated last month. It marked the expiration of his term of Service in the Massachusetts National Guard.

Gus Hagman has bought a new hat, and he's got the boys guessing as to whether he bought it at Rogers Peet or Raymonds.

Howard Johnson of the Rug Border department has recently moved to George Street, Norwood.

Wilmot Irving of Rug Border has recently moved into new quarters on Roosevelt Avenue. He has rented the house owned by Lewis Gammell, Shipping.

CHICAGO OFFICE

G. H. Blackmore *V. D. Szukalla*

Art Ternus was voted the champion Rummy player on the trip to and from the Meet-Up. Possibly the title was conferred because he was the only "Rummy player" on the train.

We are pleased to welcome C. A. Boiteau back to the Bird family and wish him every success in his new territory, formerly covered by R. I. Holcomb.

Clifford Hodes returned from the mill to take up duties in the office. H. B. Lageschult is traveling in Michigan with Mr. Hagenbuckle.

P. L. Agnew has been assigned to Mr. Ternus' territory in Iowa and Art Ternus has taken over C. L. Allen's territory in Texas. Mr. Allen resigned to go into the sugar business.

A newcomer in the office is Mr. James Campbell, who hails from Portland, Oregon. He will take up duties as inside salesman.

Mr. J. W. McHose of McHose & Pardoe says that the service on Neponset to Fargo, North Dakota, is much better. The new warehouse in St. Paul has had voluntary letters from the dealers that the service they are offering is a great improvement.

The Mayflower Drug Store at 4606 Pennsylvania Avenue, Pittsburg, where Bird Tile is the making of a very attractive store

Our display at the Furniture Mart has been a great success. Over a hundred dealers have visited us from all over the Western Division territory. We extend our heartiest thanks and best wishes for a prosperous year with Neponset and our new Super-Grade products.

What a break for Tom Howells that he caught the thief who walked out of the office with his overcoat. Imagine going without one in this zero weather! Why did he pick on your overcoat, Tom—there must be a reason?

Ken. Baxter was in the office a couple of weeks ago. For a little diversion he planned a hunting trip for the week-end with one of his dealers up in Michigan.

The two Chicago huntresses mentioned in the notes. Seated, Mary McWade; Standing a la Napoleon Bonaparte, Mary Maloney

When it comes to "Way Back Wheners" some of the men will recall the S.O.S. bulletins in which there was much to do about third vest buttons. Harley Lageschult unearthed one old book on "Science of Selling" and what he won't know about chest expansion by the time he finishes it won't be worth knowing. He is now concentrating on the right kind of setting up exercises to bring this third vest button to the front.

Among the high spots on the social calendar in October was the Hallowe'en party given by the S.Y.T.'s at the Sherman Hotel. A private room was engaged for the evening and the girls all made whoopee. They certainly must have had a good time for it is still the topic of conversation around the lunch counter.

Mr. Jakel has a five year-one day lead over B. I. Hindmarsh in that Mr. and Mrs. Jakel celebrated their seventh wedding anniversary on November 15 and Mr. and Mrs. Hindmarsh their second anniversary on the 16th of November.

Everyone that knows Lillian Moe knows how she can sing those "blue" songs. She helped entertain her sorority sisters at a tea at the Palmer House. We know how well she can put it over when we think back to that wonderful dinner dance given by the Flooring Division a couple of years ago at the Stevens Hotel.

In the challenge for tennis honors between the Roofing and Flooring Divisions the Flooring team considered themselves pretty lucky in coming through with a three straight match victory, not losing a set in either singles or doubles.

Mere words can never fully express the wonderful feeling of warmth toward Mr. Hindmarsh by those working with him these past years on the inside organization. His consideration and understanding at all times made it a pleasure to work for him, and we of the inside group especially wish him the best of luck.

T. J. Howells is now in charge of the office as well as the warehouse. These added duties will keep Tom stepping along but we are sure he will put it over.

Mr. Editor, don't you feel sorry for us? One big regret after another—and now Betty Rohr up and leaves us, Betty intends to "Lead the life of Riley" and stay at home—up there in Highland Park. She has been one of the main-stays of the stenographic department and we are all going to miss her a lot. Another bad break too for the editorial department as Betty sings her swan song with this issue of the Review as one of the co-editors.

When it comes to some lively hunting days and a good round-up, two of the merry Mary's of the office Bird's (McWade and Maloney) know how to step out and do things. Note somewhere else in the Review snapshots of our daring Mary's. Little Mac is sitting in repose with her gun across her knees. Me thinks she coaxed up the bears with that fetching smile and Mary Maloney sort of snuck up from the rear and let the old bear have the guns. From the looks of Mary Maloney standing guard over her killing, she skinned the animal and wore the coon-skin home. This is just a guess and we wouldn't want to give Mary's secret away.

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during February, 1930, and those who complete twenty or more years' service during this month.

			Yrs.
Thos. P. Maguire	2- 3-1880	Retired	50
Rose Friary	2- 1-1888	No. 2 Box Shop	42
Carl Schaier	2- 6-1890	Paper Mill	40
H. H. Miller	2-17-1902	Treasurer	28
Henry Hartig	2-21-1905	Maintenance	25
Martin Lambine	2- 1-1910	Maintenance	20
S. B. Montgomery	2- 5-1920	Asst. Mfg. Mgr.	10
Steve Druzas	2-16-1920	Box Shop	10
William Standish	2-17-1920	Roofing Plant	10
Frank Sutherland	2-25-1920	Flooring Plant	10
Alfonse Sylvester	2-11-1925	No. 1 Box Shop	5
James Hale	2-11-1925	Box Sales	5
John Sinclair	2-13-1925	Finishing Mill	5
Howard White	2-13-1925	No. 1 Box Shop	5
Howard Hewins	2-14-1925	Flooring Plant	5
Mike Vitsocir	2-16-1925	No. 1 Box Shop	5
Charles Mickunas	2-17-1925	Flooring Plant	5
Mrs. Esther Maduskusy	2-17-1925	No. 1 Box Shop	5
Felix Iarocci	2-18-1925	No. 2 Box Shop	5
Henrietta Florest	2-19-1925	Paper Mill	5
Jeremiah Rainsford	2-20-1925	No. 1 Box Shop	5
Mike Sam	2-26-1925	No. 1 Box Shop	5
Tyyne Sulonen	2-26-1925	No. 1 Box Shop	5
	PHILLIPSDALE		
John Davis	2- 5-1903		27
William Banks	2- 6-1910		20
Clarence Pierson	2-13-1920		10
	CHICAGO		
	Roofing Division		
Raleigh Stearles	2- 2-1920		10
George R. McNay	2- 1-1925		5
Levy Hosch	2-12-1925		5
	Flooring Division		
Beryl W. Davis	2- 1-1925		5

"To illustrate how hard headed some people are," says F. T. Feeley, "I submit this story:"

It was pay day at the mines. One miner on his way home had to pass through a dark alley. A hard boiled crook who knew this waited for him. In his hand he held a strong iron bar with which he intended to knock out the miner and steal his money. As the miner was just passing the spot where the thief waited, the thief raised the heavy iron bar, and brought it down with all his strength on the miner's head.

The miner turned around, looked at the thief and said, "Whatsa matter you, you wanna fight?"

LIBRARY NOTES

MANY of us lay aside a certain amount each week for Christmas and Vacation funds; why not also a reserve for educational purposes? An appropriation started now will make it possible from a financial standpoint when classes open in the Autumn. A well selected course of study pursued faithfully may count much in our future progress.

Good books to supplement our studies may be borrowed from our library.

The following books are offered to those interested in the subjects below:

Advertising

Advertising as a Business Force	Cherrington
Practical Publicity	De Wees
Making Advertisements	Durstine
How to Advertise	French
What about Advertising?	Goode and Pratt
Training for the Business of Advertising	Hoyt
Advertising and Selling the Consumer	Mahen
Theory of Advertising	Scott
Principles of Advertising	Starch

Sales Problems

Closing the Sale	Apsley
How to Sell Quality	Apsley
What a Salesman Should Know about Credits	Apsley
Science of Marketing by Mail	Buckley
Premium System of Forcing Sales	Bunting
Tips on Selling	Casson
Human Nature in Selling Goods	Collins
Principles of Merchandising	Copeland
Price Maintenance	Fernley
Pete Crother, Salesman	Ferris
Practical Salesmanship	Fowler
Ginger Talks	Holman
Scientific Sales Management	Hoyt
Brain Power Business Manual	125 Sales Managers
Men Who Sell Things	Moody
Influencing Men in Business	Scott
Art of Selling	Sheldon
Sales Promotion by Mail	Compiled by Putnam
Selling	The System Co.
Knack of Selling	The System Co.

Some new books from which we may enjoy journeys to far away countries without moving from our fireside.

Labrador Looks at the Orient	Grenfel
Lion: African Adventures with the King of Beasts	Johnson
Adventures in Arabia	Seabrook
The Fringe of the Moslem World	Frauck
The New Map of South America	Gibbons
Ice Bound	Ashton
Tigers, Gold and Witch Doctors	Digby

Recent Fiction:

Wild Bird	Diver
Penrod Jashber	Tarkington
Hudson River Bracketed	Wharton
Duskin	Lutz
Heart of the Woods	Adams
Secret of Sea Dream House	Terhune
Blue Feather	Meynell
Plum Bun	Fauset
Visitors to Hugo	Rosman
Hans Frost	Walpole
Other Side of Main Street	Burrell
The Merivales	McCutcheon
Swift Water	Loring

WHOZIT?

YOU'D never believe us if we told you who this was, because he has lost that cherubic and serious look, along with most of his hair.

He lost his hair, they say, working around No. 5 Paper machine, and nobody who bowls as he does could be classed either as a cherub or a serious-minded gentleman.

J. H. Maguire of the Paper Mill was last November's Whozit.

Prominent Wholesale Hardware Concern To Distribute Bird Roofing

WE are pleased to welcome Mitchell-Powers Hardware Company of Bristol, Virginia, into the ever-widening circle of Bird Dealers.

Mitchell-Powers Hardware Company was established in 1880, and from a very modest beginning it has steadily expanded to the present large organization handling a general line of hardware, asphalt roofing, automobile supplies, radios and sporting goods. They enjoy a wide distribution in Southwest Virginia, Eastern Tennessee and North Carolina.

F. W. Smith Takes New Position

FRANCIS W. Smith, who for the past eight years has been connected with engineering in the Box Shops, the Roofing Mill and the Flooring Plant, in our plants, has resigned and taken up a new position with the Holliston Mills of Norwood, Mass.

Mr. Smith was Treasurer of the Bird Club, and in addition has always been very active in town affairs. At the present time he is President of the Norwood Chamber of Commerce and a member of the Norwood Rotary Club.

We wish him the best of success in his new work,

BOWLING

ROBERT RODD, JR., bowling with the Accounting team on January 13, in a sudden streak of fury or luck or something of the sort, rolled up the three-string score of 354. As this is twelve points over last year's high for the year, 342, it seems likely to stand for some time.

Other bowlers, too, have had good luck. Alexandria of Roofing Machines holds first place in the Individual averages with 96–4 to his credit. Michienzie of the same team holds the High Individual String score of 132, and this team, Roofing Machines, holds both the single and the three-string high scores.

In League A, Box Shop Shipping holds first place with .800 per cent. League B is led by Roofing Machines with .845 per cent, but the Accounting team in the same league is only five per cent behind them with .840.

We print below the standing of the two leagues as of January 21st and the ten highest bowlers so far this season:

League A	Won	Lost	Per Cent
FXV	32	8	800
FX2	23	13	638
DF	28	20	583
EM	27	21	563
EMM	29	23	558
FBV	16	28	364
PML	9	35	202
C	5	31	190
SM	5	43	104
League B			
FBP	44	8	845
A	37	7	840
FX1	29	15	660
FFR	28	16	636
FFD	19	21	475
EME	24	28	462
R	15	21	417
FFV	13	23	360
DM	13	35	271

Name	Dept.	Total Strings	Total Pin Fall	Average
Alexandria	FBP	39	3748	96–4
Hall	A	30	2876	95–26
Michienzie	FBP	39	3724	95–19
White	FX1	33	3153	95–18
Hood	EMM	39	3678	94–12
Jonah	DF	36	3380	93–32
DeLararro	FBP	36	3376	93–28
Koebe	FXV	27	2532	93–21
Vietze	EME	36	3339	92–27
Tarr	A	33	3051	92–15

Frank Tohosky Accepts Position at New Norwood Armory

FRANK TOHOSKY, formerly employed in the shipping department of the Flooring Plant, has been appointed armorer at the Norwood armory, and first took charge of his new duties on January 10.

Mr. Tohosky has been almost constantly connected with some phase of army life since he joined the regular army at the age of seventeen. After two years he transferred to the marines where he served throughout the war. In 1920 he was honorably discharged with the rank of Sergeant in the Marine artillery corps.

Upon the organization, in 1923, of Company G in Norwood, he joined immediately and ranks now as quartermaster sergeant of that Company.

The many friends of Frank wish him much happiness and success in his new work at one of the state's newest armories.

Visitors at Our Plant During January

Chicago Flooring

A. H. Fowler, Davenport, Iowa; Mr. Walsh of Whitmer's, Chicago; Mr. Klemish of United Rug Stores, Chicago; Mr. Fink of Goldblatt's, Chicago; Mr. Schultz of E. E. Davis, Chicago.

Western Division customers who visited the New York office:

L. H. Niederman, 12th Street Store, Chicago.
H. W. Smith, O. W. Richardson & Company, Chicago.
L. H. Mellen, Carson Pirie Scott & Co., Chicago.
J. G. Gilmore, Carson Pirie Scott & Co., Columbus, Ohio.
L. R. McKay, Carson Pirie Scott & Co., Chicago.
Mr. Ross, Ros-Lange Carpet Company, Indianapolis, Ind.
Mr. Lange, Ros-Lange Carpet Company, Indianapolis, Ind.
W. L. Pfefferkorn, Wisconsin Furniture Co., Milwaukee, Wisconsin.
R. L. Parrish, Sears Roebuck & Company, Chicago.
Mr. Primm, J. Kennard & Sons Cpt. Co., St. Louis, Mo.
O. F. Shaw, J. Kennard & Sons Cpt. Co., Indianapolis, Ind.
Mr. C. Marks, J. Kennard & Sons Cpt. Co., St. Louis, Mo.
Mr. Marsh, F. S. Harmon & Co., Tacoma, Wash.
Mr. Brooks, Crowley-Milner & Company, Detroit, Mich.
Mr. R. Baird, R. F. Bowers Furn. Co., Portland, Oregon.
Mr. Foster, Nugent's Dept. Store, St. Louis, Mo.
Mr. Ruby, E. H. Clark Company, Battle Creek, Mich.
P. G. Brown, Leath & Company, Rockford, Ill.
Mr. Lindberg, Leath & Company, Rockford, Ill.
Mr. Groberg, Leath & Company, Rockford, Ill.
Mr. Shuler, Shuler Cpt. Company, Detroit, Mich.
Mr. Gilford, Hartman Furn. & Cpt. Co., Chicago.

Acknowledgments

We wish to thank our friends for the kind expressions of sympathy and the floral remembrances in our recent bereavement.

Mrs. Ellen Sullivan and family.

I wish to thank my friends of Bird & Son, inc. for their flowers and expressions of sympathy received upon the recent death of my daughter.

Peter Cook.

We wish to acknowledge with thanks your thoughtfulness and sympathy.

Mr. and Mrs. H. C. Jepson.

I wish to thank all my friends at Bird & Son for their thoughtfulness and kindness during my stay at the Norwood Hospital.

Ann P. Mahoney.

BIRD PRODUCTS

Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt American Twins Thick Butt NEPONSET Double Twins
American Double Twins Hex-Twins Lock-Butt Individuals
Super Twins (Thick Butt) Giant Individuals

BIRD Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Old Reliable Universal

BIRD Building Papers

NEPONSET Black Saturated and Coated American Economy
Refrigerator Insulating Paper Mulch

BIRD Wall Board

NEPONSET Board, Cream White American Board

BIRD Specialties

Asphalt Felt Paroid Built-up Roof BIRD Deadening Felt
Plastic Cement Roof Coating
BIRD Insulating Board Art-Bric Siding

Flooring Division

BIRD Rugs BIRD Floor Coverings BIRD Tile Flooring
BIRD Rug Border BIRD Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes
Flower Pot Covers

Special Paper Division

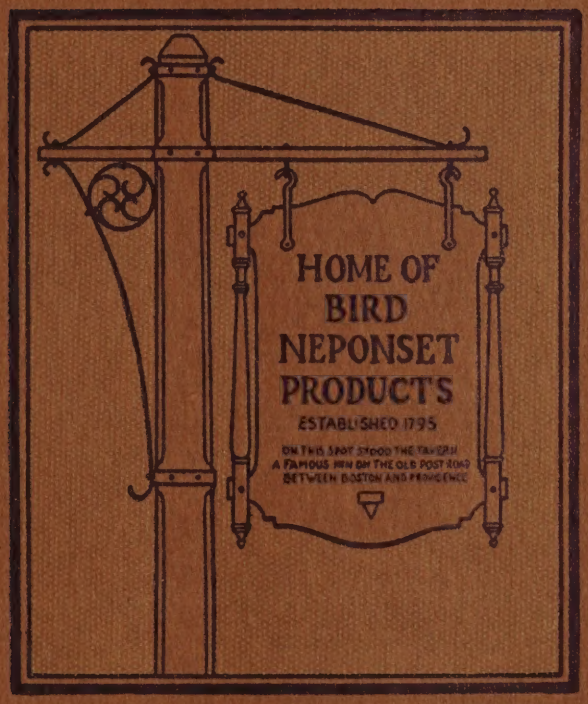
Standard Pressboard — Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes

BIRD & SON, inc. Established 1795 EAST WALPOLE, MASS.

{Complete List of Bird Products on Inside Back Cover}

BIRD'S Neponset REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole, Mass.



VOL. XVIII NO. 3 MARCH 1930

Established 1795

BIRD & SON

(incorporated)

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.
Phillipsdale, R. I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

Officers

President, Philip R. Allen
Vice-President, George R. Wyman
Vice-President, Elmer H. Bartlett
Sec. and Treas., Herbert H. Miller

Directors

Philip R. Allen
Elmer H. Bartlett
Charles S. Bird, Jr.
George D. Dutton
George C. Lee
John R. Macomber
Herbert H. Miller
Howland Twombly
George R. Wyman

SALES

Paper Sales Division
Vice-Pres. and Mgr.
E. H. Bartlett

Roofing Sales Division
Manager, P. H. Bailey
Eastern Mgr., W. E. Hale
Southern Mgr., A. D. Kilham

Box Sales Division
Manager, C. H. Andrews

EXECUTIVE

Asst. to Pres., R. C. Floyd
Treasurer, H. H. Miller
Asst. Treas. and Credits, D. E. Merrill
Asst. Treas., H. E. Davenport
Purchasing and Traffic, A. H. Russell
Assistant, M. J. Hawkins
Auditor, A. H. Anderson
Labor Bureau Manager, B. D. Rogers

Research
Director of Research, G. R. Wyman
Assistant, E. M. Lines
Chief Paper Div., E. L. Connolly
Chief Flooring Div., J. E. Graham
Chief Box Div., J. B. Maguire

MANUFACTURING

Vice-Pres. and Mfg. Mgr., G. R. Wyman
Asst. Mfg. Mgr., S. B. Montgomery
Plant Engineer, C. W. Conrad
Supt. Planning Div., P. N. Hills
Supt. Paper Div., S. W. Smith
Supt. Felt Div., T. G. Henderson
Supt. Flooring Div., R. M. Wight
Supt. Norwood Rfg. Div., E. L. Chamberlain
Supt. No. 1 Box Factory, R. L. Tupper
Supt. No. 2 Box Factory, S. W. Gladding

WESTERN ROOFING DIVISION

Manager, F. H. Hird
Sales Manager, W. W. Wilson
Manufacturing Manager, B. H. Roberts

Branch Offices

Boston, New York, Chicago

Warehouses

East Walpole, Mass., Norwood, Mass., Chicago, Everett, Mass., Brockton, Mass.

FLOORING SALES DIVISION

Bird and Son Sales Corporation

President P. R. Allen
Vice-President and Sales Manager, H. E. Sawyer, Jr.
Sec. and Treas., H. H. Miller
Eastern Mgr., W. B. Rogers, Jr.
Western Mgr., R. W. Westcott

Branch Offices

Boston, New York, Chicago

Warehouses

Baltimore, Camden, Chicago, Cincinnati, Dallas, Davenport, Detroit, East Walpole, Grand Rapids, Los Angeles, Houston, Indianapolis, Kansas City, Memphis, Milwaukee, New Orleans, Oklahoma City, Pittsburgh, Richmond, Newark, San Francisco, St. Louis, St. Paul, Sioux City

BIRD'S NEPONSET REVIEW

Vol. XVIII March 1930 No. 3

Our Plants In State and National Safety Contests

Twice Win First Place in Local Competition During 1929

KEEPING one's equilibrium these days has become quite a trick. In fact it has even invaded this Safety business. All of us, from our President to the office boy, feel proud of our record in steadily decreasing accidents during the past few years. *We* know that we have done—and still are doing—a mighty fine job in this respect.

Members from each of the local Safety Committees, with the Safety Banner which they won during the month of December, 1929. Left to right: Steven Zinkowski and Domenic Treventi, Roofing Mill; Bartley Curran and Arthur Hassler, No. 2 Box Shop; Frank Fisher, Safety Inspector; Alphonse Winslow and Evan Ostrom, Flooring Plant; Bruno Stravinsky and Edward Gronroos, No. 1 Box Shop; and Michael Cronin and George Doderer, Paper Mills. This banner was awarded by the Massachusetts Safety Council because Bird & Son rated first in the State Contest for month of December. It was in our possession during the month of February.

But there are other mills, both local and elsewhere in the United States who are also making war on accidents and it was to find out how we compared with similar mills that we entered outside safety contests.

For four years now the Paper Mills at East Walpole and Phillipsdale have participated in a Contest sponsored by the Paper and Pulp Section of The National Safety Council. This contest runs from January 1 to June 30 of each year. It is based on the number of accidents and days lost. At the end of June, 1926, it was found that several mills were tied and a two months continuation was declared. At the end of this time the tie was broken and it was found that Phillipsdale was in fifth place. For winning this honor they were given a "Certificate of Merit."

The following year a similar contest was run except that the mills were divided in three groups: Group A, mills with 500 and more employees; Group B, mills with 200 to 500; Group C, mills employing up to 200. The East Walpole Paper Mill was in Group B and Phillipsdale in Group C. At the close of the period East Walpole stood

second in a group of 25 mills and Phillipsdale *third* in its group of 41.

Again we entered the contest—this was for the year 1928. New mills were joining the group and competition was becoming keener; nevertheless when the contest ended the East Walpole Paper Mill was *thirteenth* in a lineup of 34 mills and Phillipsdale was *twelfth* in its group of 58.

In last year's contest we were permitted to enter all the East Walpole Mills as one unit. This changed us from Group B to Group A. By so doing we doubled the number of employees and consequently the exposure to accidents was twice as great. Phillipsdale still remained in Group C. The close of the contest found the East Walpole Mills in *twelfth* place out of 31 companies entered in Group A and Phillipsdale *sixth* amongst 58 mills.

This year we have again entered this contest. By so doing we are being brought into direct competition with the foremost plants in the country. We are undaunted, however, as we feel that here at Bird & Son are to be found as fine a bunch of loyal, accident fighting workers as any company can boast of. We feel perfectly safe in leaving our Standing in the 1930 Contest entirely in *your* hands.

Phillipsdale's New Safety Committee. Left to right: Rex Salisbury, Edgar Vatcher, Lewis Jennings, Manuel Perry, Lloyd Allen, Wilfred Couture, Hjalmar Hyrski, William Andrew, Josef Markinowski.

Massachusetts State Wide Safety Contest

STARTING January 1, 1929, the Massachusetts Safety Council invited us to join in a state wide Safety Contest to reduce accidents. The contest was to run for 12 months and was based on number of lost-time accidents per million man hours worked (frequency) as in the National Safety Council Contest, the various mills were divided into groups. Whereas in the National Contest the classification was based on number of employees—in this instance it was decided to classify according to the hazardousness of each company; in other words, using the manual rate of the compensation premium. There were five groups—A to E. We entered our East Walpole and Norwood Plants as one unit which fell under Group C.

Twice during the year Bird & Son won first place in its respective group—February and December. For winning this honor we were entitled to fly the banner, shown on the first page, for one month.

At the close of the contest, Bird & Son stood twenty-third out of its group of 70 companies. Inasmuch as this contest was based on frequency, we are going to give the average frequency of the various groups:

Group	Average Frequency
A	8.3
B	12.2
C	13.4
D	24.4
E	30.2

Bird & Son's frequency figure was 6.7—20% better than the average frequency of Group A, the least hazardous group and 40% better than the average in our own group—Group C. Out of 300 companies entered, only 66 had a better frequency than Bird & Son, and out of these 66 companies but 6 had more man hours (exposure.)

From the foregoing you must realize that Bird & Son is in this Safety game to stay. Furthermore, that our consistent, determined fight against accidents is enabling us to hold our own against some of the foremost mills in the country. We have done well in the past but we can—and must—do even better. There can be no standing still—we must go forward—never backward. Everybody—foremen, safety committees and workers must accept their individual responsibility and do their utmost. The future of our Safety Movement is entirely up to each of you. Remember that he who quits on Safety, if even for a moment, endangers the work of many.

NEW WAREHOUSE BEING BUILT AT FLOORING PLANT

ANNOUNCEMENT was made the second week in February that a new Warehouse for the storage of Floor-Covering would be built, with Bird & Son employees doing the labor. On Friday of that week, the work commenced, with about twenty-five men at work the first morning.

Breaking ground for the new Warehouse at the Flooring Plant. Edward Boulter, Foreman, and Maurice Tarr, Assistant, directing the work. Notice the men in the far corner of the picture, working on the foundations for the opposite side of the Warehouse

The construction is in charge of Edward Boulter with Maurice Tarr as Assistant, and the work is being done during the last three days of the week, to serve as supplementary work for those employees who are on part time at present.

Dimensions call for a frame building, similar to the present Rug Storage Building, 120 feet wide and 160 feet long. It is being built in the vacant lot on Morse Street opposite the present storehouse.

Drawings of elevation and plans and the many details of construction are being made by the Drafting Department.

This new warehouse, which will provide space for about 50,000 rugs is filling a real need, and serves besides as a means of helping many men continue to draw a full week's pay.

BIRD CLUB ENTERTAINMENT

TO listen to any program after stuffing with one of Holman's famous Turkey Dinners, is likely to make the best of us drowsy, but to listen to a speaker for an hour and a half would in most cases put us soundly asleep.

More credit to Billy B. Van, then, that he kept three hundred turkey-fed members of the Bird Club wide awake and eagerly interested up to the very finish of his talk which lasted until nearly nine-thirty. This unusual event happened at the Main Office and Cost Accounting Night on February 13, and those who attended are still talking about the fine speech.

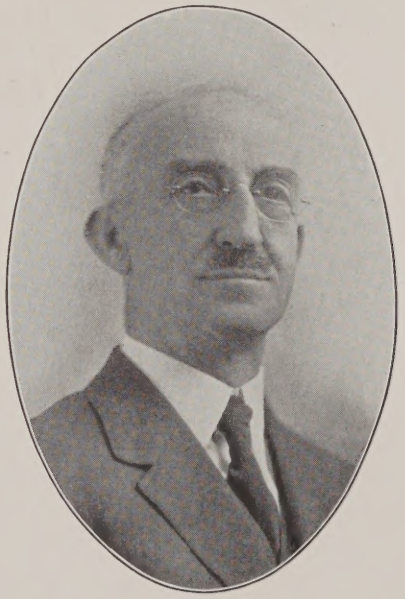
Billy B. Van, former vaudeville star, and at present New England's biggest booster, took as his subject "New England." In his version of it New England seemed to contain a good deal of Billy B. Van and his Pine Tree Soap, but no one could deny that what he had to say was very interesting and full of optimism.

His final message was typical of his whole talk: "When I was taken sick they handed me a lemon, when the doctor told me I hadn't six months to live they handed me a lemon, when I had to give up my stage work, they handed me a lemon, when they told me I couldn't possibly make a soap with the odor of the pinetree in it, they handed me a lemon—but I saved all those lemons and made lemonade! You can do the same."

The usual excellent Turkey Dinner by Holman, with banana fritters and scalloped oysters, was fully appreciated, judging by the quantities that disappeared during the course of the dinner.

The committee in charge was as follows: Earl R. Clark, Chairman, Roy M. Springer, Arthur V. Wilson, and Albert W. Smith.

H. H. MILLER IMPROVING STEADILY



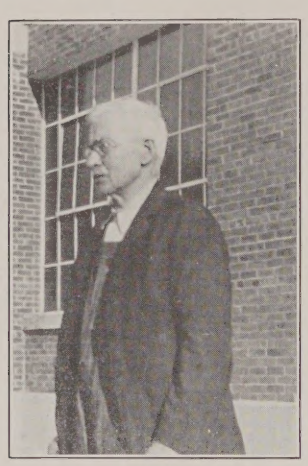
HERBERT H. MILLER, Secretary-Treasurer of Bird & Son, who was taken suddenly ill shortly after Christmas, and who has been at his home since that time, is now much better, and is improving steadily each day.

He was first taken sick on December 27 and was confined to his room for a time, but now he has sufficiently recovered to be able to enjoy short walks and automobile rides and to see a few of his hosts of friends.

Through these columns we extend the best wishes of all Bird & Son for his speedy and complete recovery.

How the Grand Prize Winner Regards the Suggestion Plan

MARTIN LAMBINE, who won the first Grand Prize in the Annual Suggestion Awards made last month, says that the idea which won him the prize came to him quite unexpectedly at one time when he was making the circular cutters for the rotary dies. These cutters, which are used in slitting the ends of the shoe carton covers, are made from a thin round piece of steel. Formerly there was but a single cutting edge, but with Mr. Lambine's suggestion there are now two, and both the cost of making the cutters and the time spent in replacing them when worn out are greatly reduced.



Mr. Lambine has put in suggestions now and again for the last fourteen years. His first accepted suggestion was in 1916. In 1929 he submitted seven, four of which were accepted and one of which won him the grand prize and the special award of $75.00 besides.

Good suggestions usually just "happen" to occur in one's mind, Martin thinks. Personally, he does not make a conscious effort to think up suggestions, but whenever good ones occur to him, he simply writes them down and sends them in. He says that there are plenty of small improvements for which suggestions might be made, but each man must distinguish for himself which ones are worth submitting.

The only suggestions he makes are those which he honestly thinks are worth serious consideration. "I never put in a suggestion just because I think I might win five dollars," he said.

When asked if he intended to keep on submitting a fairly large number of suggestions each year, he answered "Not unless I'm sure they are good ones."

SUGGESTIONS

THE following suggestions were accepted at the meeting held on February 5—all of them in Class 3:

Cam Stop Protector	Charles Chorlton, Jr., FBM
Remove Steel in Cement Floor at DMH	John Conte, DMH
Alemite Cups, No. 5 Reel	Harold Doderer, DMP
Symbol Plates on Motors	Lester Evans, FFSM
Stencil Machine for FFB	Lester Evans, FFSM
Box for Bags of Starch	William Hall, EML
Holder for Saveall Under First Press	Harold Hey, DPP
Switch in DM19	David Heylin, DMZ
Storage Platform at Storeroom	Alexander Homenuck, DPH
Use of Seasoned Wood	Paul Kugel, FXF
Feed Wheels for FXGM7	Constanti Leivicki, FXG
Iron Plate on Conveyor	Anisim Nikituk, DMK
Control of Wetting Roll	Anthony Perry, DPP
Aluminum Rivets	Frederick Robert, DFW
Improve Adjustment for Idler Rolls	Henry Smith, FBM
Bell on Emulsion Scales	L. R. Smith, FFN
Use Old Rubber Ductor Blades for Squeegees	Anton Tamasankas, FFR
Shingle Stops on Pick-up Conveyor	Mario Tomassett, FBM
Spring on Brake Pedal	Everett Tripp, FFM
Iron Friction at DF	George Wallace, DMW

Due to the fact that Harry Mann is now doing special work, he will be unable to investigate suggestions, and this will be done by the superintendents in the various plants.

FRANCIS WILLIAM PARK

IT seems strange to those who appreciate the benefit of the Park, its attractive lawns and trees which are planted for future beauty, that persons being in the vicinity of the Park should spoil the lovely stretches of lawns by making foot paths across them.

There are four miles of walks conveniently placed. To save a few seconds by crossing the lawns and making foot paths means ruin. It has been necessary to put up signs—"Please use the Walks." Why, Oh Why, are warning signs necessary for intelligent people?

There has also been some damage done to trees which have been set out on streets adjoining the Park. It is easier to understand how this is done, for children have always liked to swing on trees and are not developed sufficiently to appreciate the damage they do. That such damage is done and continues is a criticism of parents and teachers, not the children. The Youth, generation after generation has to learn and learn. It is sometimes a pity that when we have learned a few things about living, it should all come to an end and the new generation has to begin all over again.

Howsoever this may be,—the increasing number of ugly paths in the Park across the lawns should be prevented. All citizens should cooperate to stop their growth.

EXTRA! EXTRA!

ROOFING MILL TEAM CHAMPIONS

ON February 28th, at the Norwood Civic alleys, the Roofing Machines Team won the championship of the 1929-30 Bowling Season, by defeating the Box Shop Shipping Team.

A crowd of well over one hundred rooters witnessed the match. Details will appear in the next issue of the Review.

A REMARKABLE LIST

BACK in the year 1908 the Mutual Benefit Association. whose total membership numbered 227, declared a dividend out of the surplus funds for the year. A list of those who received the dividend came to the notice of the *Review* not long ago, and shows that of those 227 members in 1908, 81 are still members. We are listing those 81 people below, keeping them under the departments in which they worked 22 years ago.

Steam Engines
Marshall H. Grant

Piping
John F. Dower
Martin King
Daniel McDavitt

Sorting
Michael Burke
Thomas Graney
John Hale
Thomas Maguire

Teaming
Martin O'Donnell
Michael Powers

Stock Handlers
Maurice Ahearn

Wad
Edward Johnson

Machines
Carl Schaier

No. 1 and 2 Machines
Thomas Henderson
Frank L. Murphy
W. J. Quinn
John H. White

No. 3 Machine
Daniel Jones
John Maguire
Walter Sword

No. 4 Machine
Joseph E. Knaus
John Spillane

No. 5 Machine
James J. Geary
John Linnehan
James E. Smith

Waterproofing
Tony Smolski

Tin Cap
Mary Friary

Office
Philip R. Allen
Elmer H. Bartlett
A. S. Blaney
Annie F. Brown
W. R. McNeil
H. H. Miller
George W. Towle, Jr.
Hattie E. Willis

Beaters
Laurence Balduf
Patrick Coughlin
John Davis
George Doderer
James Hammond
August Hildebrandt
Coleman Howe
Daniel Riordan
Carl V. Smith
John M. Smith
Stephen Smith
Patrick Tracey
Andrew Walker

Yard
Bartley O'Donnell
John H. Smith

Repairs
Harry Bellew
H. L. Engley
Henry Hartig
Karl Osterlund
B. D. Rogers
James Tweedie
Andrew Urquhart

Finishing and Shipping
A. R. Jenkins

Finished Paper
John Sheehan

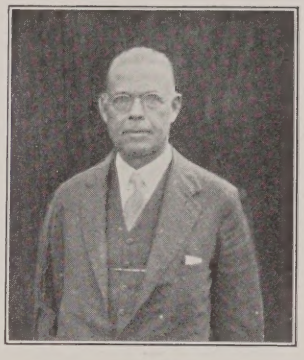
Box Shop
George R. Wyman
Frank W. Fisher
James Hadden
James Kivlin
Harry N. Mann
W. J. Patterson
Edward Scanlon
F. W. Shepard
Arthur Souther
E. W. Stather
Harry L. Tower
Frank W. Welch
Rose Friary
Mary McKinnon
Mary Scanlon
Mary Sline

Paroid Mill
John Eppich
Howard E. Everett
Patrick Hession
Andrew Manimon
Robert Roy

HALF WAY 'ROUND THE WORLD

IT is a good day's journey (and then some) from East Walpole to Rangoon and the Shwe-Dagon Pagoda in Burma, but that is where we would have to look for Mr. Phillip H. Bailey, if we wanted him one of these days early in March.

Mr. and Mrs. Bailey sailed from New York on January 11, on the Around the World Cruise of the S. S. Franconia. Since that day, they have visited the Madeira Islands, Gibraltar, Algeria, Monaco and the French Rivera, Southern Italy, The Holy Land, Egypt, India, Ceylon, and at the present time, Burma. From there they will continue on to various cities in China and Japan, the Hawaiian Islands, California, the Panama Canal Zone and Cuba. May 29 is the date on which they will return to New York, finishing up one of the most famous and luxurious of World Cruises.



This trip comes for Mr. Bailey at the end of twenty-five years of service with Bird & Son, and is his "celebration" of the event. Cards have been received from the Bailey's by their friends in Bird & Son, the latest ones coming from Monte Carlo.

RULES FOR SAFE DRIVING

MR. MILLER McCLINTOCK, vice-president of the Massachusetts Safety Council and director of the Erskine Bureau for Street Traffic Research at Harvard University, says that the observance of these rules will make you a model driver.

1. Keep your car in sound condition.
2. Keep your car under control. It is dangerous if you cannot stop in the assured clear distance ahead.
3. Keep your eye on the road; one second's inattention may mean an accident.
4. Never fight for the right of way, the only real utility of right of way rules is at inquests or damage suits.
5. Go along with the procession. You have no more right to "drag" traffic than you have to jeopardize yourself and others by unnecessary "cutting in."
6. Be as courteous on the road as you are in your own home. Give other drivers and especially pedestrians a fair chance.
7. Know your local traffic rules and obey them exactly. They are the motorists' safety code and book of etiquette combined.
8. Take pride in your driving skill. If normal people are nervous to ride with you something is wrong with your driving.
9. Don't mix liquor, worry, or anger with gasoline.
10. Study local maps and experiment for shorter and less congested routes. You may be surprised at the time you will save.

Old-Timers Honor Carl Schaier at Luncheon

TWENTY old-timers gathered for a luncheon at Verne Inn, Norwood, on the sixth of last month to do honor to the long and faithful service of another Bird employee—Carl Schaier, Assistant Superintendent of the Main Mill.

Just forty years ago on that day, Mr. Schaier had started work with Bird & Son as a machine helper in the paper mill. Through constant hard work he climbed from the ranks up to the position of Assistant Superintendent, which place he has held since March, 1918.

Carl Schaier, who was guest of honor at a luncheon given last month in recognition of his fortieth year with Bird & Son. Mr. Schaier retired from his position as Assistant Superintendent of the Paper Mill at the close of last month

On the last day of February he retired, because of ill health, and the luncheon at Verne Inn, held just before this retirement, was given in appreciation of his many years of service for Bird & Son. During the luncheon it was discovered that February sixth was also his fifty-sixth birthday, and so the occasion became a sort of double celebration. A set of pipes was presented to him by his friends at the luncheon.

He was presented by President Allen with a very substantial gift from the company in addition to being placed on the retired roll.

Mr. Schaier will continue to live at his home on Highview Street, Norwood, where, no doubt, he will still keep actively in touch with Bird & Son affairs.

State Offers Course To Train Executives

THE newest methods in management, personnel work, and mental hygiene for the "boss" and his associates will be discussed in a course of eight weekly lectures, given in Gardner Auditorium, State House, on Mondays, beginning February 24. This is a valuable opportunity for the men and women in business and industry near Boston to hear eight eminent authorities present the latest as well as the time-tested principles and facts of business and industrial leadership. Each lecture will be full of suggestions and food for thought for executives and ambitious young men and women.

The course has been arranged by the University Extension Division of the State Department of Education. It has the endorsements of the Retail Trade Board of Boston and the Associate Industries of Massachusetts. Each of the eight lectures will start at 8 p. m. The charge for the entire series is four dollars (five dollars for credit students).

The outline of the course is as follows: February 24—Preventive Management, Next Steps in Industrial Relations by Meyer Bloomfield, Consultant in Industrial Relations, New York City; March 3—Psychiatry in Industry by V. V. Anderson, M. D., Director of the Department of Employment, Psychiatry, Psychology, and Personnel of the R. H. Macy Co., New York City; March 10—Human Nature and Management by Ordway Tead, lecturer in Personnel Administration, Columbia University; March 24—Mental Pitfalls of Leadership by Dr. Harlow S. Persons, Managing Director of the Taylor Society, New York City; March 31—Fatigue, Worry, and the Blues by Dr. Karl M. Bowman, Assistant Professor of Psychiatry, Harvard Medical School; April 7—Normal and Abnormal Fear by Dr. Abraham Myerson, Professor of Neurology at the Tufts Medical School; April 14—The Minor Executive and Mental Hygiene by Elliot Dunlap Smith, Professor of Industrial Engineering, Yale University.

Life Insurance

Massachusetts Savings Bank Life Insurance is liberal life insurance protection issued at cost to residents and employees in the State of Massachusetts. It is written by Thirteen Savings Banks and there are One Hundred Savings Banks in the Commonwealth acting as public agencies.

The First Policy was written in June, 1908, by the Whitman Savings Bank. There are now Thirteen Savings Banks writing insurance with nearly $70,000,000 of insurance in force.

Twenty Years' experience has proved the value of this kind of insurance.

Detailed information may be had from the Labor Bureau, Bird & Son, inc.

FIRE BRIGADE PROGRAM

ONCE a year, all the Fire Brigades of East Walpole, Norwood and Phillipsdale gather together for a good time at Bird Hall in East Walpole. The meeting this year is to be held on Tuesday evening, March 4.

All the members of the Fire Brigades and Safety Committees are to be present, along with the First Aid Corps, all foremen and assistants, and other specially invited guests. Three reels of movies will be shown, and there will be several interesting speakers.

To wind up the affair, there will be refreshments.

MR. WYMAN VISITS FLORIDA

VICE-PRESIDENT and Mrs. G. R. Wyman left on the first of February for the South. Their first stop was Miami, Florida, they have since gone to Daytona where they will remain until the middle of March. Two years ago when he visited Daytona Beach, Mr. Wyman brought back some thrilling photographs of Major Seagrave and his "Mystery S" racing car traveling at 207 miles an hour. Possibly he'll have some more "thrillers" for us to publish a month or two from now.

Interesting Facts About Bird Shingles

NEPONSET Twin Thick-Butts (emerald), often spoken of as Emerald Green, have a very unusual surface. The green color which they have is the result of an entirely natural chemical change and consequently cannot fade or wash out.

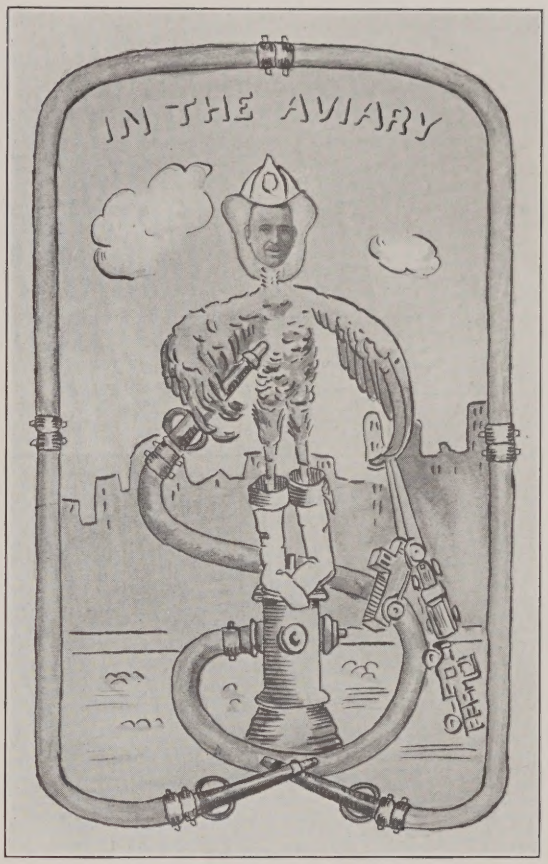
This surface material is a slag which occurs naturally in all iron ore, and is separated in a blast furnace under intense heat. The slag is then treated chemically under heat in a cupola to give it a uniform color, after which it is drawn off in a molten condition into water. The water shatters the slag into small pieces so that it can later be crushed and screened to the proper size and shape for roofing. The color thus obtained is absolutely permanent, and is the result of chemically combining materials that occur in nature.

Unshatterable Shingles

UP until the present it has always been difficult to apply asphalt shingles in mid-winter because of the fact that the surface was likely to shatter to such an extent that the felt base would be exposed, spoiling the appearance of the shingles and shortening their life.

But Bird shingles may now be applied as easily in the winter as in the summer. Through a new process in manufacture they have been made shatter-proof, even in below-zero weather. Tests have been made, proving that even a heavy blow with a hammer, given to the shingle while exposed to zero weather, does not destroy the surface or injure the shingle seriously.

This latest improvement makes Bird shingles weather-proof to the nth degree, no matter what the temperature. They will not blister under the hottest sun, and the coldest weather no longer makes them likely to shatter.



THE TOWHEE

Another good Bird in our Bird Cage gay
Is the Towhee, quick and smart,
Who scratches around upon the ground
And works with all his heart.

He's a well known bird, for he's a job
That takes him everywhere—
The Fire Brigade, the water works,
Trucks and yard are in his care.

As an Old Timer he takes the cake—
No one else can his record beat;
For fifty years and more he's been
Every day upon his feet.

By that, we mean he's not been sick—
His health is of the best.
We often wonder if he takes time
Ever to sit and rest.

This bird is one of the famous Smiths;
Young and old—all call him "Jack,"
And we wish him the best of everything,
And that nothing he shall lack.

The Mocking Birds

BIRD'S NEPONSET REVIEW

Vol. XVIII. MARCH 1930 No. 3

Published Monthly by the Employes of Bird & Son, inc.
In the Interests of the Company and Its Workers
For the Promotion of
Good Service Good Business
Good Will

MILLS: East Walpole and Norwood, Massachusetts; Phillipsdale, R. I.; Chicago, Ill.

Advisory Board
P. H. Bailey R. C. Floyd
S. B. Montgomery B. D. Rogers

Editor, B. D. Rogers

Assistant Editor E. M. Grout
Photographer C. T. O'Connor
Circulation Manager A. S. Blaney

Printing Foreman, F. R. Meyer

Do what you can, with what you have, where you are.
You cannot build a reputation on things you are going to do.
—James J. Hill.

WE WANT YOUR SUGGESTIONS

IN order to continue to keep each issue of the *Review* full of interest for all Bird & Son workers, we are giving every reader the opportunity to make any suggestions or criticisms that you think might be helpful. It is *your* magazine, and only when the material in it interests you and helps you, is the magazine justifying its existence.

This is an open invitation to every reader of the *Review* to write to the editors or speak to them at any time, suggesting changes which you think should be made, or offering criticisms, either favorable or unfavorable, of material that we have published. If you like any one column especially, we wish you would tell us; if there is something you don't like, we want to know it; and if you can think of any additions which would make the *Review* more interesting reading, we certainly want to know about them.

We may not be able to make use of every suggestion, but we hope there will be many made which can be used. You may be sure that every suggestion, whether accepted or not, will receive careful consideration. Just write down your comments, and send them to the Editor of the *Review*—or if you prefer, talk the matter over personally with any member of the Advisory Board or the Editors. If there are improvements we can make, we want to make them, and we are more than interested in learning your honest opinions of your own magazine, Bird's Neponset *Review*.

AS OTHERS SEE US

BECAUSE at the present time our warehouses are fast being filled to capacity, and because it has always been the company's policy to keep its employees on full time as much as possible, Bird & Son has begun the construction of a new Floor-Covering warehouse, which will increase our storage room and supply work as well for men whose departments are on short time.

As yet, no regular employees have been released, although not a few have been put upon part time. It is those men on part time that will do the work on the construction of the warehouse.

The editorial reprinted below is from the *Norwood Messenger*, and is their opinion of our policy.

VISION

You can tell the future of a firm sometimes by its past history.

You can tell a firm that has given three generations of usefulness, by its viewpoint. Some generation may run to seed, but, if the organization in back of it be sound, the firm that controls such an organization is generally safe for another few generations.

Such a firm is Bird & Son of Norwood and Walpole. The recently deceased Charles Sumner Bird built it up to its present high standing, but back of the whole firm is an idea and an ideal.

The present head of the firm is Philip R. Allen, a man trained under the late Charles Sumner Bird. He is quiet and modest, so much so that he seems at times to hide his light under a bushel.

Yet he has the same vision that marks the various heads of that firm for more than a century. The most recent evidence of this, and the most important evidence, is his starting of a building in order to provide work for employees on short time.

The building would be needed for storage purposes eventually, but would not have been started before next Spring or Summer. In fact it might have been postponed for a year without any grave trouble.

But Bird & Son decided to build it now. They will save money by doing so, we believe. They will back up Governor Allen and President Hoover by doing so. They will help to create happiness and prosperity. This is a real patriotic work. It is real vision.

HEALTH NOTES

A YEARLY CHECK-UP

By C. O. Sappington, M. D.
Director, Industrial Health Division, National Safety Council

THE engineer checks his watch daily. Every business has its books audited at least once a year. But comparatively few men have regular physical check-ups to find out whether or not their bodies are functioning properly.

Many life insurance companies provide a free yearly examination for policyholders. They find that it pays them much more than the examination fees in prolonging the lives of policyholders. The individual has even more to gain than the insurance company.

What is a periodic health examination? It consists of the following main parts:

1. A hygienic survey to discover any wrong habits of living.
2. A complete physical examination to make certain that all the organs of the body are functioning properly, such as examinations of the heart, blood pressure, pulse, urine, etc.
3. A correlation of the evidence obtained by these methods, with advice on habits of living and any necessary medical treatment according to the individual's needs.

The periodic health examination is the means of discovering many obscure ailments which may bring serious trouble in later life. It is also useful in relieving a person of unnecessary fears and worries regarding his physical condition.

Your birthday is a good time for the annual health examination. The first of the year or any other time is equally good, providing you make it a yearly habit. Your own doctor can make the check-up.

At the annual meeting of the Mutual Benefit Association in January, the subject of Physical examinations was brought up, and it was decided to call to the attention of all members of the Association the fact that they are entitled to a free examination from any one of the Benefit Association Physicians.

Arrangements may be made for an examination at any of the plant hospitals, or if you prefer you may visit the doctor at his own office.

The important thing is to GET THE CHECK-UP.

LIBRARY NOTES

THE art of Biography is to make the reader feel as if he knew the individual character and to group about him historical facts of his period in an interesting manner. Lives of men of different periods and purposes are brought before us in books which have come to us recently.

Benjamin Franklin	Russell
Mark Hanna	Beers
Alexander Graham Bell	Mackenzie
Wolf and North America	Whilton
Lord Lister	Wrench
From President to Prison	Ossendowski
Loki: Life of Steinmetz	Leonard
Warriors in Undress	Hudelston
Microbe Hunters	De Kruiff
Seven Iron Men	De Kruiff
Hunger Fighters	De Kruiff

Books on Business Correspondence

Books on letter writing for those interested in the mechanical details of the letter as well as those who are making a study of letters for general business intercourse:

Business Letter Writers Manual	Buck
How to do Business by Letter	Cody
Business Letter Writing	Dolch
Handbook of Business Correspondence	Hall
Business Letter Writing	Ludwig
Letters That Land Orders	Lytle
Business Letter Practice	Opdycke
Letters That Make Good	Poole and Buzzell
How to Write Business Letters	System Co.
Business Correspondence Library	System Co.
72 Master Letters and What Made Them Pay	System Co.

WHOZIT?

HERE'S a new Whozit, whose plaid dress suggests a Scotch lassie, but he isn't. He is just one of the hustlers at the lower mill in Norwood—and when there is a big shipment of Floor Coverings going out, he can make others hustle, too. (P.S. Note the lace petticoat on the right knee.)

Last month's Whozit was almost too easy, because apparently everyone recognized Herman Nordstrom's bald head.

So Halloran has two cars now?
Yes, he couldn't get his accessories all on one.

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff *Sabina Costello* *Margaret Owens*
Mildred Saitz *Raymond White* *Julia Lynch*
Myrtle Mayshaw

Mr. Chick of John F. Chick and Son, Silver Lake, New Hampshire, was a visitor on February 4. Although the population of Silver Lake is less than 500, John F. Chick and Son purchased about ten cars of Bird Roofings during 1929.

May Walsh and Margaret Dalton are on the honor list at the Evening Cooking School in Norwood. They made pop-overs one evening that didn't "pop," so they turned out to be griddle-cakes.

M. H. Hubbard, roofing salesman in Western Connecticut is the proud father of a daughter, Jean Olive, born in January.

Early last month we received a memorandum from Art LeBlanc inclosing a real gem of a poem which we regret very much not being able to print. It was written by J. T. Cole of the Rug Department of Adam, Meldrum and Anderson Company in Buffalo. The piece was entitled "Cole's Lament," but it required personal knowledge of the men mentioned in it to appreciate it fully. Art tells us that Mr. Cole is Candidate for Poet Laureate of Buffalo, so possibly we may be able to print one of his creations before long.

George Dobler, flooring salesman in Syracuse, reports that his car has slid off into the ditch only twice so far this winter. Roads must be icy up that way. He also writes of several visits with Win Prescott, who formerly worked at the Flooring office, but who is now located in Courtland, N. Y.

Anyone wishing to see what a real good Club house is like is invited to visit the Bird Club. What with all its new paint and refinished ceilings it is *some* place. The living room and the large hall have both been completely done over, and all of the ceilings have had the wreckage of last summer's mosquito battles removed.

We welcome Robert B. Bowler who started working in CX Department Monday, February 10, after having studied the intricacies of box manufacturing at the mill.

Frank Vietze, we understand makes regular visits to Cambridge now, on Monday and Thursday evenings. We wonder if he is supervising the building of the new Harvard dormitories.

Ask Dick Kanneally how he enjoyed housekeeping while his wife was in Maine.

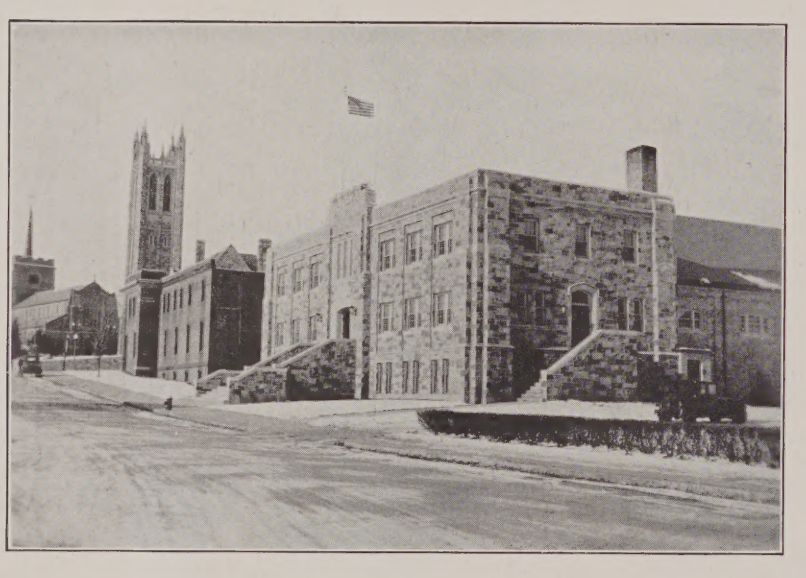
Veronica Makerevich is working at the Credit Union for a month or two.

Ann Mahoney has very greatly improved since the last issue of the *Review* was published, and she will undoubtedly be back at work long before the next one appears. Nellie Shergals has been taking her place at the Credit Union.

Ask Eleanor Whitehead to tell you how she froze her nose on the sleigh riding party she attended recently.

We were sorry to hear of Mrs. Brown's accident the other day. Coming down the stairs at her home, she slipped and fell, breaking both bones in her right arm. All her friends at Bird & Son wish her a speedy recovery.

James Sullivan, of the Messenger Service, was leading man in the Walpole High School Senior Class Play, "Seven Keys to Baldpate," and we understand he was quite the hit of the evening.



The new Norwood State Armory dedicated last month, and beyond it the carillon tower of the Municipal Building. Taken by Paul Kugel

Albert Kimball, of the Payroll Department, also had a part, holding one of the famous keys with great success, and playing the part of a deep-dyed villian until conquered by our hero, James Sullivan.

Ben Taylor and G. A. Booth have both recently blossomed out in Nash cars, and that two purchasing agents should buy the same make of car, ought to mean something!

Anne Kelliher entertained some of the girls of the Flooring Division recently at a bridge party. Kay Broderick won the first prize and May Walsh the consolation.

We understand that flying to New York for the week-end is the latest fad of one of our future salesmen now in the office, but what we want is *proof!*

The congratulations and best wishes of the Flooring Division are extended to Ken Baxter as his engagement was announced recently.

Although a new member of the Eastern Division Scotty Whitelaw has the best wishes of all on his recent marriage.

Even if Jim Kelly needs no introduction to most of us we welcome him to the fold.

About all the carpenters did was to move the counter out about three feet, and take down the grill work, but the Credit Union is quite a different looking place these days. Al Smith and his cohorts have plenty of room to move around in now, without tripping over each other's chairs, and all indications point to a bigger and better year than ever for the Credit Union.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran *William F. Quinn* *John F. Burke*
Herbert L. Badger *John H. Maguire*
Welthea Smith *Mary Driscoll*

Ernest Oakes, our Cartridge Cutting baseball star, is the proud father of a baby daughter, Charlotte Barbara, born at the Norwood Hospital, February 2.

Anisim Nikituk has moved from Washington Street, Norwood, to 60 Heaton Avenue.

S. B. Montgomery, Assistant Manufacturing Manager, completed ten years of service with Bird & Son last month. He first came to work as Assistant Superintendent at the Roofing Mill, and after nearly a year there was given his present position of Assistant Manufacturing Manager

Ralph Wilkins and Herman Barker attended the meeting of the Technical Association of the Pulp and Paper Industry in New York recently.

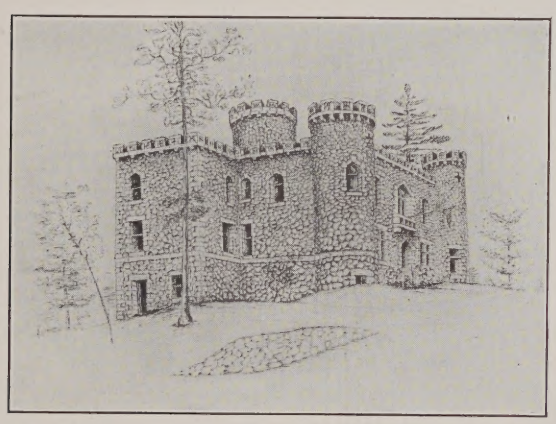
Mr. and Mrs. Wyman are vacationing at Miami, Fla.

Herman Nordstrom of No. 5 Machine is receiving congratulations on the birth of a daughter at the Norwood Hospital on February 19.

Messrs. Burke, Geary, and Maguire were seen in Pawtucket lately, looking over the ball parks—with flashlights.

J. H. Maguire caught a four-pound bass over at Canton recently.

James Hammond was quite pleased at catching a rat in a trap the other day—until he removed it and found it was a rubber one from the five and ten. For advice on catching real rats, Jim is advised to apply to Al Smith of the Credit Union. He and his wife have developed the latest improved methods, guaranteed to catch any rat—sooner or later.



Lewis Castle—a Photograph, taken by Paul Kugel from a drawing. The original drawing is the work of V. E. Gronroos. Both Kugel and Gronroos work in No. 1 Box Shop. Herbert Lewis also of No. 1 Box Shop is living in the castle at the present time.

Engineering

John Maitland *John Burhoe*
Maurice Tarr *John Bache*

We are glad to have Joe Donovan with us again after his recent illness.

Sidney Stather is a new worker in the Millwright's department.

Henry Olson has a new all-electric "Howard" radio. Henry is not bragging about how good it is, but says it compares more than favorably with any set he has heard.

We are sorry to report that Ernest Alexander and Michael Smith, both millwrights, have been confined to their homes through illness for the last two weeks. We wish them both a speedy recovery.

We extend our deepest sympathy to Gunnar and Mrs. Gottberg in their recent sad bereavement.

Bill Koehler of the Drafting Department is now the proud father of a seven-pound boy born at the Norwood Hospital on February 4. Mother and baby are getting along very well, thank you.

In going through some old papers recently, John Bache came across a yellowed page titled "Sentences of the Prisoners tried at Bodmin (England) on March the 26, 1839." Here are a few of the choice ones: William Smith, entered a house and stole therefrom one cloth coat and one pair of trowsers; having been in custody Five times before and once convicted was sentenced to be transported for life. Richard Crews, for stealing part of a neck of mutton, was sentenced to 2 months solitary confinement; and John Smith, for stealing some bread, beef, and tripe, 4 months imprisonment, and hard labour. (We can understand the bread and beef, but who would want to steal tripe!)

Big Ben in the Tower of London, taken by Thomas Peatfield when he visited England last summer

Phillipsdale, R. I., Mill

Rexford H. Salisbury *John H. Nolan*
David S. Lowry *Leslie E. Howard*

Michael Costello has been gracing the yard with his new Ford which he keeps in Fergus Christie's stall. Fergus believes in riding with someone else during the winter.

We were sorry to hear of the death of Domingo Silva on February 15 at the Providence City Hospital. He was one of the men on our honor roll having enlisted while working in the cutter room where he was also a tour boss after the war.

With the loss of Bill Callen's teeth another one of our watchmen has lost his bite and, we understand, Hugh Treacy will soon follow suit. When he has done so a soup eating contest will be arranged by two of the men who have "gone through the mill"—Johnnie Nolan and Walter Gill.

Harold Hey, Alec Homenick, and Anthony Perry were the first from Phillipsdale to win suggestion prize money this year. $200 were paid to Phillipsdale men last year and we are out to better this this year.

After having been stuck several times while trying to get his car started Alfred Harrington finally gave in and is now sporting a Chevrolet.

Herb Chamberlain and Willie Banks experienced the thrill of walking to work one morning during the recent cold spell. We understand that their cars were probably all right but that they just didn't want to take them out in the cold.

Manuel Neves is still telling tales of the monstrous appetite of his two-year old son. The latest is that he has taken to finishing off his meals with a dozen or so bananas.

Jimmie Cicerelli believes that charity begins at home. A

pair of rubbers which Jimmie had worn around the mill for over two years were carefully wrapped up and taken home even though a 3" hole was noticed in one of them. Jimmie said his brother could use them. Let us hope he doesn't get caught with them in the rain.

The birth of Harold Hey, Jr., was recently announced.

The new Safety Committee for the first half of 1930 has been appointed as follows:

R. H. Salisbury, Chairman, Lloyd Allen, Secretary, Edgar Vatcher, Josef Markinowski, Manuel Perry, Lewis Jennings, Hjalmar Hyrske, William Andrew.

These men are out to make new safety records for us this year.

John Goncalves, one of our cutter men, was married on February 1 to Miss Rose Vaiva Cabrar. They were entertained afterward at the home of the bride at 94 Second Street.

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Ralph Kolseth *Richard Stoddard* *Charles Seavey*
John White *Edward Hiller*

Raymond C. Call is home, ill with a throat trouble.

Alden Boothby was in to see us recently, and we were pleased to see him looking so well and prosperous.

We extend our sympathies to Patrick Tracey and his family in their recent bereavement.

Nelson Bartlett has gone to Florida for a short stay.

From the shipping office, we learn the joyful news that all such publications as Popular Mechanics and the like can be disposed of at that place. Good prices are paid irrespective of age and condition. See John Howard.

A recent exhibit at the Vinson Furniture Company, Meridan, Mass. where Bird Rugs are a specialty

BOX FACTORIES

East Walpole, Mass.

Albert H. Hammond *Charles H. Mutch*
Ernest Koebe *Florence Hertzberg*
Francis Donlan

We extend our sympathy to Jeremiah Coughlin whose mother died on February 18.

Agnes Connolly and Mary O'Donnell were members of a theater party recently at the show "Sally" in Boston.

Anna Duffey has been confined to her home by a few days' illness.

Mary O'Donnell has returned to work after being out sick.

Alfred Kendall's Hupmobile is beginning to show its age. We suggest he invest in a Chrysler.

We believe Howard White is through spotting pins when bowling.

Horace Hart is finding it difficult to sound his "s's" since losing his front teeth.

Samuel Hunter has a gun for sale—a "German Mouser"—which he will sell cheap.

John Flaherty wants to know where he can buy a bushel of beans.

Harry Tower has returned to work after two weeks' sickness.

John Davidonis has purchased a new radio, and claims he can get only one station—Norwood Central!

We understand Earl Hanson is to talk to the Boy Scouts in Walpole and we also hear that his talk is to be titled, "How I Won the War."

Lee Ward is opening a Victrola store in Taunton. We wish him success.

We welcome Lawrence Blatchford, a new worker in the Corrugated Case Department.

We understand that when men talk to themselves they are either in love or crazy. Yet we cannot fathom a man's affliction when he uses a telephone for his soliloquy. We have been advised to consult Charlie Savage for details.

The new spray system on No. 5 Machine was tried out Monday, February 17.

We are glad to hear that Ralph Kolseth's two children, who were recently very ill with Scarlet Fever, are well on the road to recovery.

Ralph Kemp and John Pratt have joined the Essex class, John now driving an Essex Sedan and Ralph an Essex Coach.

Granville Baker thinks they should put red lights on all mail boxes. While backing out of a drive way recently he did not see the mail box and backed into it by mistake. Result was a dented fender and an unasked for garage bill.

Our broke boiler is working double shift for a while since it was down for repair during the most of January.

Congratulations to Mr. and Mrs. George Smith on the birth of a baby daughter, Ethel, weighing 8 lbs. 1½ ozs. at the Norwood Hospital on February 15.

In the absence of Ray Call and Nelson Bartlett, John White is in the Maintenance office temporarily.

We are sorry to hear of the death of Mike Mohan's brother.

Doc Watson walks to work on the coldest mornings. Mr. Chamberlain suggests that you buy a Buick, Doc.

We note Arthur McKenna also walks to work quite often on the cold days.

Ralph Clifford has been transferred to the Power and Steam department.

We are glad to hear that Elmer Jordan's wife is feeling better after her recent illness.

We were glad to see Joseph Giampi back again on No. 1 Machine after his serious illness.

Peter Antonitis of No. 1 Machine returned to his work after recovering from an operation, worked only a short time, and then slipped one night while going home from work, and broke his wrist. We sympathize with Peter and trust that his ill luck will be replaced immediately by a stroke of good luck.

For the first time Gus Mauritz has spoken harsh words about his Chevy. She refused to start during the recent cold wave when the thermometer hit zero.

John Graham now has an Atwater Kent Radio.

Jim Belcher has given up fox hunting now, and is selling his pack of hounds.

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell F. Lydon*

Bob Brebach recently reported the demise of seven little bunnies—Oh yes, he used either a scatter gun or a machine gun.

The winners for the grand prizes for suggestions in 1929 were:

Ray Wolf, 1st
Joe Cozzi, 2nd
Nick Schreiber, 3rd

Mr. "Hank" Morman dropped in to see his friends in the office and mill a few days ago, and we were glad to see he is regaining his health and will be back on the job soon.

We are glad to see Miss Myrtle Brebach again. She is working in the Accounting Department.

John Matcha has a rival now in Glen Hall for having a large appetite. We hope to stage an elimination contest at the next Sales Meet-Up.

Al Bohnenberger has forsaken the "Harvard Crimson" sweater for a "Yale Blue" one.

We have recently organized a Fruit Club. "OBS" eats an orange a day and Miss "Tommy" Thompson an apple, and John Matcha an onion. Pick your favorite fruit and get your name added to the list.

FLOORING PLANT AND OFFICE
Norwood, Mass., Plant

Leon Wilson *Lester Evans*
Tom Rogers *Lawrence Gammell* *Leo Haggarty*

If Joseph "Oakite" Lokitis paid ten cents every time his Ford Truck has to be towed to get it started, he would save money if he took a taxi to work.

Nelson Phillips is the "Deadeye Dick" of the Norwood Rifle Club. At a recent rifle club shoot Nelson was the high scorer—of goose eggs. Phillips may have been shooting blank cartridges but eye-witnesses think it was his "mousetrash" that threw him off balance.

The annual FFP party was held Saturday, February 15. Donovan's Parlor Car transported the boys from East Walpole and Norwood, picking up little Lester Evans, the Master of Ceremonies, in Dedham, to Pieroni's on Stuart St. After doing justice to a great steak dinner some of the boys went bowling while the more adventurous sought out the Art Studio and had their pictures taken to commemorate the occasion. The accompanying photo shows them at their best. After the commemoration exercises came the Gayety. Nuf Ced. As Arthur Bent and Leslie Fillmore said, "A good wide-awake time was had by all."

CHICAGO OFFICE

G. B. Blackmore *V. D. Szukalla*

Mr. E. Roberts is a newcomer and has recently been sent up with Mr. Jakel to travel through Wisconsin. We wish him luck.

Mr. Wm. Dunn, another newcomer, was transferred to East Walpole to learn the Flooring business from the bottom up.

Mr. Tyson left on an extended business trip through the west and south, but we don't lose track of him as his memos come through frequently regarding the different accounts.

Several of the girls have celebrated birthdays this month and all kinds of goodies have been around the office, including home made cake and candies.

A great discovery has been made—all the Flooring employees should sit up and take notice. We have among us a celebrated "poetess." When one forgets to remember their friends with a birthday card they must resort to their own resources—of course, the old adage, "Necessity is the Mother of Invention"—and Oh! Boy what an invention, or should we say genius?

We all extend our heartiest greeting to W. K. Smith, who celebrated his 78th birthday February 6. He was entertained at a luncheon given at the Illinois Athletic Club, at which thirty-five guests were present. Mr. Smith received many beautiful gifts, including a dozen American Beauty roses presented from the office. Let's have bigger and better birthdays, W. K.

Much to Mrs. Sweeney's delight and surprise, W. K. Smith presented her with a bouquet of pink carnations as W. K. and Mary celebrated their birthdays on the same day.

Ringleaders of the Floor-Covering Party mentioned in the notes Top Row, S. D. Wilson, William Wosner, Sam Kelley, Hugh Rogers. Front Row, Frank Auciello, Walter Sword, John Stepanovich, Gerald Hart. 'Way down front, Lester Evans, Master of Ceremonies

We were glad to see Mr. Max Nusbaum of the Standard Lino. Company, Detroit, Michigan, again. He brought his little son with him, and they both spent a day with us in the office.

Gladys Davis has been off sick for three weeks. We all hope to see her back at her desk soon. Hurry up and get well "Glad," as we miss you.

Scotty Whitelaw up and did it. He fell in line and became a member of the Royal Order of Husbands on February 1. We offer you congratulations, Scotty, and wish you both the best of luck. Why not drop a line to the old gang in Chicago?

A St. Valentine party was given by the girls in the office, at which the honored guests were Cliff Hodes, Jimmy Campbell and Tom Howells. Everything went off with a bang! The rest room was decorated in red and white, with heart motifs, and table decorations were carried along the same lines. We want to take this opportunity to thank Miss Lester and Mrs. Wittleder, who donated the candy and decorations. Those who could not attend missed a good time as everyone had their party spirit with them. Sandwiches, deviled eggs, coffee, cake, salted nuts and candy were served. Bridge was played by some, while the others indulged in the hilarious game of Pit—and what stock markets they broke. A prize was given to the highest bidder and was won by Mary Maloney, who had the pleasure of taking home a great big candy sucker. A box of stationery was given to the one who received the most hearts, which was won by Virginia Szukalla, who just wouldn't say "Yes" or "No." The best guesser of the evening was Tom Howells. Tom isn't Scotch, but he knew he needed tooth paste, so of course that was on his mind when he made his guess as to what was contained in the mystery package. We're all in favor of bigger and better

parties. These "get together" functions are surely a diversion, and the co-operation received from all the girls and boys was very much appreciated by the committee. The party lasted from five to eight o'clock and everyone went home with the satisfied feeling of a good time.

Mr. Luthy and Mr. Richter of the Fair were visitors at the Chicago office.

Mr. Ahlgren of East Walpole spent a brief visit with Mr. Westcott.

Mr. Kioebke of the Boston Store, Chicago, made a visit to the office with W. K. Smith.

Little drops of water
Little grains of sand
Help to make the concrete
That completes the builder's plan.

Little applications
Little contributions
Help make Credit Unions
Helpful institutions.

HIGH FINANCING

The Many Twists and Turns Necessary to Keep Up with the Joneses

One of those free and easy spenders out in Nebraska, in a letter to the World Herald, confesses his inability to keep up with his payments on the things he bought on the dollar down plan. He is not the only one who has learned that a dollar goes so "far and no furder." The diary he kept of his financial transactions is as follows:

Easy Terms

Fremont, Neb., September 28.—To the Editor of the World-Herald: In January, 1928, I bought an automobile. Very easy terms. Very fine car with a cigar lighter on the dash. Ought to finish payments on this in 18 months.

February 4. Paid installment due on car. Bought a radio set on easy terms. Fine set and payments will be small and monthly.

March 7. A little late with the payment on the car this month and will have to let the radio payment go over till April, as I bought a set of books and paid $11 down. Very fine books. Everybody should have this set of books.

April 15. Borrowed $50 from the boss to meet payment on car. The radio man came to take away the set, but we put out the lights and weren't home. The chump hung around all the evening so I couldn't see to read the books.

June 1. Borrowed one hundred dollars from Uncle George to pay the $50 I borrowed from the boss and also to meet payment on the car. Got behind a little on the book payment because I bought a piece of land in a new real estate development. This land ought to jump in value. Paid $50 down.

August 15. Somehow I don't miss the radio set much. And you can get plenty of books from the public library. The thing that hurts me is that Uncle George should be so mean. Of course I told him I'd pay back the one hundred dollars on August 1, but you can't do the impossible, can you? Trying to arrange a "character loan" from the bank. If I can borrow $250 I can get square again and everything will go fine.

August 16. Bank says I have no character. What a bunch of crooks!

September 30. The garage man is holding the car for that labor bill. What right have they to hold the car? It doesn't belong to me.

October 1. It wasn't any use. I had to let the car go. Anyway, I'd rather have that piece of land. They've given me a month's grace on that. Real estate people have more heart, after all.

November 15. Well, they can have their old land. Good riddance. If I knew where to get $30 to meet the payment on the piano I'd be all right. Bought a new automobile today on the "pay out of income" basis.

November 16. Income stopped. Got the sack at the office. In looking for a job you've got to have a good suit of clothes, so I bought one this afternoon. Five dollars down.

LOST OUT.
—The Mueller Record.

THRIFTY ANSWERS

A series of questions and answers on thrift were issued by the National Thrift Committee, during National Thrift Week in January, and they are so good that we are reprinting them here under our own title. The first group we are publishing this month, and the others will appear in future issues.

WHY MAKE A BUDGET?

1. It helps to save more.
2. Helps to eliminate waste.
3. Makes it possible to give more.
4. Is using good business judgment.
5. Helps you to plan spending.
6. Helps you to spend more wisely.
7. Helps you to know how much your taxes should be.
8. Helps you to know how much should be invested in life insurance.
9. Helps you to so apportion large items of expense that they can be more easily met.
10. Relieves you of the constant worry as to how you stand financially.

THOMAS M. CROWLEY DIES

THOMAS M. CROWLEY, well-known by every resident of East Walpole, passed away at the Norwood Hospital on Friday, February 21, after a short illness.

Mr. Crowley has always lived in East Walpole, and for many years he worked in the Box Shop here at Bird & Son. During the past twenty-five years he has been the caretaker of Bird Hall. He was over seventy years old, and had been sick only a very short while before his death.

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during March, 1930, and those who complete twenty or more years' service during this month.

			Yrs.
Aaron Rhodes	3- 9-1897	Retired	43
G. R. Wyman	3-17-1897	Vice-President and Mfg. Mgr.	43
James Kivlin	3-20-1892	Paper Mill	38
Dan A. Jones	3- 4-1897	Paper Mill	33
Emanuel Johnson	3-11-1898	Maintenance	32
William J. Quinn	3- 9-1900	Paper Mill	30
Bartley O'Donnell	3- 1-1905	Maintenance	25
Harry Bellew	3-10-1907	Roofing Plant	23
John S. Mattson	3- 4-1908	Roofing Plant	22
Dennis Driscoll	3- 4-1909	Roofing Plant	21
Thomas Morris	3- 1-1910	Box Shop	20
William Morrisey	3-29-1910	Maintenance	20
John Broadley	3- 2-1915	Maintenance	15
John J. Foley	3-18-1915	Paper Mill	15
John Ustonovitch	3-10-1920	Flooring Plant	10
John Aleksandrowicz	3-16-1920	Roofing Plant	10
Egnatz Rozuk	3-16-1920	Paper Mill	10
Earl H. Hanson	3-20-1920	Box Shop	10
Antonio Piedzewicz	3-24-1920	Box Shop	10
Joseph Muskawicz	3-30-1920	Roofing Plant	10
Hugh Rooney	3-31-1920	Maintenance	10
John Flaherty	3- 4-1925	Box Shop	5
John G. Graney	3- 4-1925	Maintenance	5
William Letts	3- 4-1925	Roofing Plant	5
Arthur Hassler	3- 5-1925	Box Shop	5
Peter Folan	3- 7-1925	Paper Mill	5
Mary Sameski	3- 9-1925	Paper Mill	5
Helen Ballou	3- 9-1925	Main Office	5
John Carson	3-10-1925	Box Shop	5
Michael Guzz	3-10-1925	Paper Mill	5
James DeChellis	3-11-1925	Box Shop	5
Norman Brooks	3-12-1925	Research Laboratory	5
Catherine Wall	3-13-1925	Box Shop	5
Florence Hertzberg	3-17-1925	Box Shop	5
Mary Gzboski	3-17-1925	Box Shop	5
Guido Fabiani	3-23-1925	Roofing Plant	5
Alice Connolly	3-27-1925	Box Shop	5
Thomas McHugh	3-28-1925	Flooring Plant	5
Helvi Lehtonen	3-30-1925	Paper Mill	5
James Belcher	3-30-1925	Roofing Plant	5
	PHILLIPSDALE		
Henry Phelps	3- 7-1909		21
John Silva	3-17-1920		10
	CHICAGO		
Howard S. Hanna	3- 1-1920		10
Frank Novak	3- 2-1925		5
Thomas Cooling	3-31-1925		5
	Chicago Sales Corporation		
Frank P. Smith	3-27-1920		10

Just Request the "One Call" Man to Come Again

YOUR one, last and only chance," says the one-call man. He hopes to rush you off your feet—to get your money before you have had a chance to investigate his tempting stock offer.

Tell him to come again. Tell him that you desire fact information. Ask him to confirm in writing everything which he has told you verbally. Then report your experiences to the Better Business Bureau or the Labor Bureau and fact information will be sent or obtained for you without charge.

There is a definite scheme called "the one-call scheme" where stock salesmen invade a community and raid the residents whom they can rush into a purchase of questionable stocks with an appeal of the "one, last and only chance" to make a fortune.

THE IMPORTANCE OF EYE-CARE

From the Eye Sight Conservation Council of America, Times Building, New York City

STATISTICS covering many years show that nine out of every ten persons over 21 usually have imperfect sight. At 31 the proportion is larger. Above 40 it is almost impossible to find a man or woman with perfect sight. For the last 100 years the profession has wrestled in vain with the problem, finding no means compatible with the conditions of modern life for preventing errors of refraction, and no means of relieving them except by eyeglasses.

It was learned some years ago by the examination of several thousand school children in one of our large cities that 66% of them had defective vision of such a degree as to warrant the wearing of glasses.

Quite recently the examination of more than ten thousand employees in factories and commercial houses showed that 53% had uncorrected faulty vision, 13% had defects which were corrected making a total of 66% with defective eyes.

These two surveys were made under different auspices several years apart. The figures are startling. They mean that a very large majority of the public have eyes defective to such a degree as to require glasses to conserve vision and make the individual a happier and more efficient member of society.

Our eyes are large factors in our efficiency. Nature allots each organ of the human machine a certain portion of nerve energy. When eyes that are defective demand more than their share of this nerve energy it must, of necessity, lessen the normal supply. The wasting of nerve energy directly diminishes human efficiency. Often the victim of defective eyes is unaware of trouble. It may be indicated by headaches, often attributed to stomach trouble, by nervousness, drowsiness and irritability.

At This Time of Year

Percival: "Oi, how I hate Texas!"
Algernon: "Texas?"
Percival: "Yes, income Taxes."

BOWLING

PAUL DELARARRO of the Roofing Machines team took the season's first place in averages by bowling at his last match the high three string total of 342, and winning first place by nine pins, over Howard White of No. 1 Box Shop. DeLararro's final average for the season was 96–11, and White's, 96–2.

Before this issue appears the winners of the season will be known, but at the present writing, Box Shop Shipping of League A, and Roofing Machines of League B have to bowl the roll-off. Up to the very last match things were almost tie between Roofing Machines and the Accounting team for first place in League B, but the Accountants dropped a point to the Rug Finishing Department and left the Roofing Machines Team at the top of the list.

There have not been any changes in the high ratings since our last issue, and the winners for the season stand as follows: Michienzie of Roofing Machines holds High Individual Single String with the score of 132; Rodd of the Accounting Team wins High Individual Three String with 354; and Roofing Machines Team holds both the High Team Single and High Team Three String prizes—the single string total is 520, and the three string, 1466.

On the eighth of March the annual Bowling Banquet and Theater Party is to be held. Approximately one hundred men are expected to attend both the Hot Roast Tenderloin dinner at Holman Hall, Norwood, and the show then playing at the Gayety Theater, Boston, later in the evening. Immediately following the banquet prizes will be awarded the various winners for the season.

CIVILIZATION IN A SINGLE LIFE-SPAN

THE other day we came across a long list of developments and changes that have occurred within the last generation, compiled by Miss Agnes Samuelson for the United States Daily. We can't print the whole list, but here are a few of them:

Once a candle, now an electric light.
Once the old oaken bucket, now the kitchen faucet.
Once the new top buggy, now the rumble seat.
Once the magic lantern, now the talking picture.
Once hats with plumes and flower gardens on top of the head, now a collapsible bit of hood-shaped felt on the back of the head.
Once corkscrew curls, now permanent waves.
Once a mustache cup, now the safety razor.

Some of the floats in a recent parade at Pueblo, Colorado. Heading the column is the Mountain States Roofing Corporation float, advertising Bird Roofs and Art-Bric Siding, and in the background is their store

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Visitors at Our Plant During February

Chicago Roofing

Mr. Frank S. Knapp of Frank S. Knapp & Sons, Three Rivers, Mich.
Mr. L. L. Williams of C. C. James Roofing Co. Muskegon, Mich.
Mr. Tarduff of Muskegon, Mich.
Mr. A. M. Dobbins, our Michigan representative.
Mr. W. L Long of Long Lumber Company, Hammond, La.
Mr. John Binford of Jos. Binford & Son, Crawfordsville, Ind.
Messrs. Dale, King and Layson, contractors for Jos. Binford & Son.
Mr. "Bill" Mutch, formerly of our East Walpole and Canadian plants.
Mr. McCoy, of Fort Wayne, Bldrs. Supply Co., Ft. Wayne, Ind.
Mr. H. C. Prinzler, Indiana salesman.
Messrs. Rasmussen and Ewar of Malcor Roofing Co., Aurora, Ill.
Mr. Frank Young of Logansport Roofing Supply Co., Logansport, Ind.
Mr. Ahlgren of East Walpole.
Mr. Eads and Mr. Fanning of the LaCrosse Lumber Co.

BIRD PRODUCTS

Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt — American Twins Thick Butt — NEPONSET Double Twins
American Double Twins — Hex-Twins — Lock-Butt — Individuals
Super Twins (Thick Butt) — Giant Individuals

BIRD Roll Roofing

Paroid — Art-Craft — Shingle Design — Slate Surfaced
American Ready — Old Reliable — Universal

BIRD Building Papers

NEPONSET Black — Saturated and Coated — American — Economy
Refrigerator Insulating — Paper Mulch

BIRD Wall Board

NEPONSET Board, Cream White — American Board

BIRD Specialties

Asphalt Felt — Paroid Built-up Roof — BIRD Deadening Felt
Plastic Cement — Roof Coating
BIRD Insulating Board — Art-Bric Siding

Flooring Division

BIRD Rugs — BIRD Floor Coverings — BIRD Tile Flooring
BIRD Rug Border — BIRD Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases — BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots — Tack and Screw Boxes
Flower Pot Covers

Special Paper Division

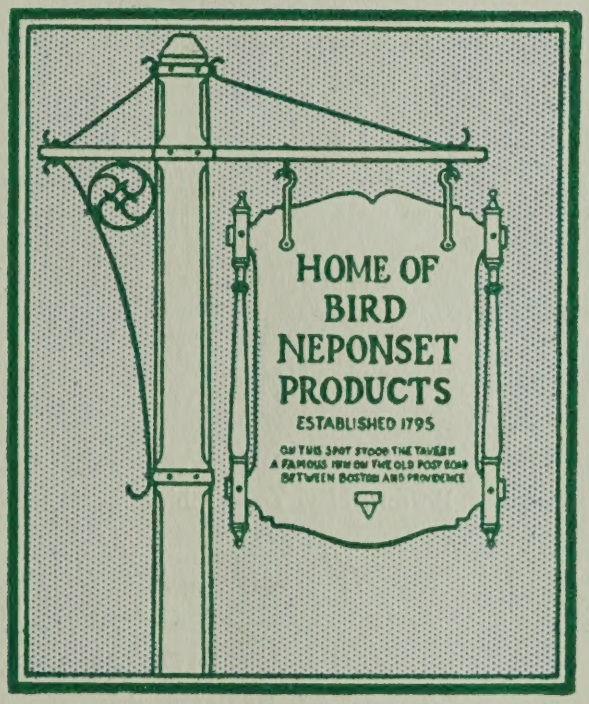
Standard Pressboard — Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes

BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

{Complete List of Bird Products on Inside Back Cover}

BIRD'S Neponset REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole, Mass.



VOL. XVIII NO. 4 APRIL 1930

Established 1795

BIRD & SON

(incorporated)

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.
Phillipsdale, R. I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

Officers

President, Philip R. Allen
Vice-President, George R. Wyman
Vice-President, Elmer H. Bartlett
Sec. and Treas., Herbert H. Miller

Directors

Philip R. Allen
Elmer H. Bartlett
Charles S. Bird, Jr.
George D. Dutton
George C. Lee
John R. Macomber
Herbert H. Miller
Howland Twombly
George R. Wyman

SALES

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Vice-Pres. and Mgr.
E. H. Bartlett

Roofing Sales Division
Manager, P. H. Bailey
Eastern Mgr., W. E. Hale
Southern Mgr., A. D. Kilham

Box Sales Division
Manager, C. H. Andrews

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Treasurer, H. H. Miller
Asst. Treas. and Credits, D. E. Merrill
Asst. Treas., H. E. Davenport
Purchasing and Traffic, A. H. Russell
Assistant, M. J. Hawkins
Auditor, A. H. Anderson
Labor Bureau Manager, B. D. Rogers

Research
Director of Research, G. R. Wyman
Assistant, E. M. Lines
Chief Paper Div., E. L. Connolly
Chief Flooring Div., J. E. Graham
Chief Box Div., J. B. Maguire

MANUFACTURING

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Asst. Mfg. Mgr., S. B. Montgomery
Plant Engineer, C. W. Conrad
Supt. Planning Div., P. N. Hills
Supt. Paper Div., S. W. Smith
Supt. Felt Div., T. G. Henderson
Supt. Flooring Div., R. M. Wight
Supt. Norwood Rfg. Div., E. L. Chamberlain
Supt. No. 1 Box Factory, R. L. Tupper
Supt. No. 2 Box Factory, S. W. Gladding

WESTERN ROOFING DIVISION

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Sales Manager, W. W. Wilson
Manufacturing Manager, B. H. Roberts

Branch Offices

Boston, New York, Chicago

Warehouses

East Walpole, Mass., Norwood, Mass., Chicago, Everett, Mass., Brockton, Mass.

FLOORING SALES DIVISION

Bird and Son Sales Corporation

President P. R. Allen
Vice-President and Sales Manager, H. E. Sawyer, Jr.
Sec. and Treas., H. H. Miller
Eastern Mgr., W. B. Rogers, Jr.
Western Mgr., R. W. Westcott

Branch Offices

Boston, New York, Chicago

Warehouses

Baltimore, Camden, Chicago, Cincinnati, Dallas, Davenport, Detroit, East Walpole, Grand Rapids, Los Angeles, Houston, Indianapolis, Kansas City, Memphis, Milwaukee, New Orleans, Oklahoma City, Pittsburgh, Richmond, Newark, San Francisco, St. Louis, St. Paul, Sioux City

BIRD'S NEPONSET REVIEW

Vol. XVIII April 1930 No. 4

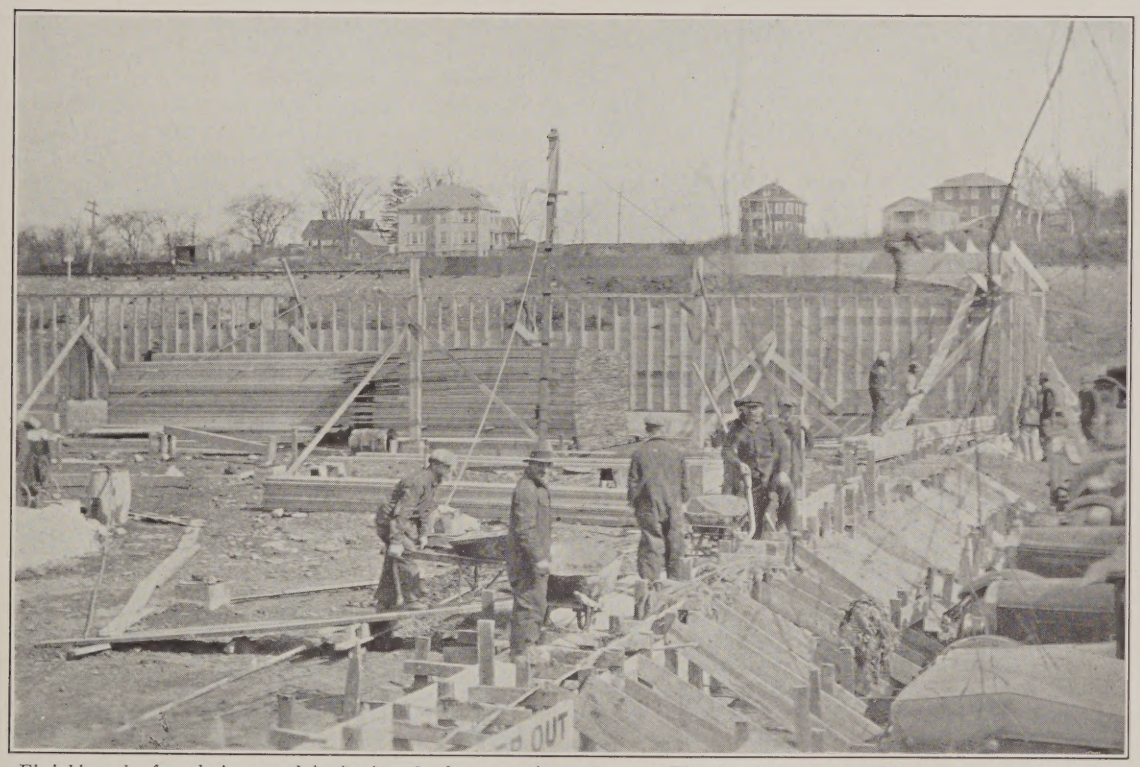
THE NEW FLOORING WAREHOUSE

Employees From Many Departments At Work On Construction

WATCHING the construction of any building has a fascination in it, but to be one of the men doing the actual labor is even more of an interesting experience—or at least that is the verdict of those Bird & Son employees who have helped on the construction of the new Warehouse now being built at the Flooring Plant.

When we went to press a month ago, ground had just been broken and the work started. As we write now, the foundations have been completed, the cement piers poured, and work has actually commenced on the building of the frame. The warehouse, which is to be 160 feet long and 120 feet wide, has begun to look its size, and, now that the foundations are finished, it will grow up almost over night.

It was originally intended to have this work done during the last two or three days of the week, but production has been curtailed in some departments so that it has been possible to make it a six-day a week job for some men. The number of men who are on this new work varies from day to day, and may jump in a single day from twelve to fifty or sixty. The record so far for a single day is one hundred.



Finishing the foundations and beginning the frame-work on the new Flooring Warehouse. To see what has been done within a month, compare the picture in the March Review with this. They were both taken in approximately the same corner of the lot, although from different angles

Many different departments have been represented by one or more workers and it is interesting to see how these men, coming from entirely different kinds of work, from all parts of the mills, are able to work together on work that is new to them, and accomplish what they have. "The proof of the pudding is in the eating," and the proof of these men's ability is the speed and thoroughness with which the work on the new

warehouse is being done. The construction is being supervised by our Maintenance department and is in direct charge of Edward A. Boulter and his assistant, Maurice Tarr.

Here is a list of the departments from which the men have come, and from this list it is easy to see the variety of jobs from which men have come to work together at the warehouse.

The list of departments is as follows: From

At work on the west wall foundations of the Warehouse. About forty men were working on the day this was taken, but only about half of them were in this picture

the Box Shops, the Corrugated, the Blank Press, and the Shoe Carton; from the Main Mill, the Cutting and Sorting, the Stock Handling, the Waste Water, the Yard, and the Finishing; from the Roofing Mill, the Finishing, the Machines, the Shipping, and the Stock Handling. It would be hard to find a group of men with more scattered interests and occupations, and yet, put together on a job that is entirely new to most of them, they are working as smoothly as a trained gang from a construction company.

President Hoover and Governor Allen have both repeatedly expressed the hope during the past winter that industrial concerns would keep as many of their employees at work as possible. Business prophets of one sort and another have promised a construction boom in the Spring, with plenty of work for all. But few companies have actually commenced any large amount of building or new construction.

Bird & Son, backed by its fifteen hundred loyal employees, has been able to do the unusual, and to help solve its own problem caused by the general business depression. With nearly perfect weather conditions which have existed since the middle of February, we were able to start construction and continue without interruption.

But not much work could have been done without the co-operation of the employees themselves, all of whom have been and are doing the construction work voluntarily. When it was decided to give men who were on part time in the mill the chance to work on the new construction, it was uncertain just how many would respond. The results have been more than gratifying. On the first day, nearly twenty-five men reported for work, and since that time there have been many days with fifty or more at work. The picture shown on the front page was taken when the work of laying the foundations was nearly complete. On that particular day about forty men were at work, all of whom, unfortunately, could not be included in the picture.

Next month the pictures we publish will look quite different from the one on the first page. Most of the frame work will be up, it will be possible to get an idea of how the building will look when finished.

BIRD CLUB ENTERTAINMENT

SEVEN entertainers were on the "bill of fare" at the Main Mill, Engineering and Purchasing Night of the Bird Club held on that day of days, Saint Patrick's Day, March 17th.

Freddie Wheaton with an unfailing supply of stories and wise-cracks was Master of Ceremonies, and introduced in turn Miss Anna Aarons, pianist and accompanist, Harold Benfield, flashy player on the xylophone, The Dancing Bretts, and the Major Duo. In the short space of one hour they crowded a full program of songs, dances and xylophone numbers which won plenty of laughs and applause from the audience of nearly 400.

Immediately following the entertainment, the Bird Club members and their guests adjourned to the Brigade Room where refreshments of ice cream and cake were served.

While the guests were eating, the chairs were cleared from the floor of Bird Hall and everything made ready for the dancing which lasted until twelve, with music by Al Pare and his broadcasting orchestra.

Pouring the last of the cement into the foundations. At the far left are the two cement mixers, and at the right, the beginnings of the frame work which is going up faster than we can take pictures of it these days

ANNUAL FIRE BRIGADE MEETING

MEMBERS of the Fire Brigades, Safety Committees, Foremen and Assistants, Town Police officials, and other specially invited guests, numbering about three hundred, gathered together for the annual Fire Brigade Program given at Bird Hall on the evening of March 4th.

The meeting was opened by Mr. Rogers, who outlined the program, and a short speech of welcome was made by President P. R. Allen.

"The Handicap" was the first picture to be shown, and illustrated with a good deal of vividness the disastrous results of a few moments' careless work.

The first speaker of the evening was Mr. C. F. Horan, General Manager of the Arrow Mutual Insurance Company, with whom Bird & Son carries its disability insurance. As he had personally reviewed many of the accidents which have occurred at our plants during the past six months, he was able to make some strong and startling statements. He places the blame for most of the accidents, not so much with the men who actually got hurt, as with those who worked with them or who had direct charge of them—in other words the men who knew the job and its dangers, but had failed to warn the new employees of these dangers. To hire a man and then let him get injured is the same as paying a man to sit in a chair and do nothing, he said. Judging by the accidents which have occurred during the last six months, we should take more care to prevent accidents from falls and serious sicknesses developing out of minor injuries. As his final message he said, "The best safety device is a careful man."

A comedy, "Eats for Two," was followed by the presentation of prizes to the two winners in the Hose Reel Contest. Company No. 11 of the Flooring Plant, which won first prize is made up of the following men: Elton Moore, Captain, Allen Hill, Albert Winslow, Donald Ross, and Stanley Moore. The second-prize winners, Company No. 1 of the Main Mill were as follows: Albert Smith, Captain, George Eisenhaur, Frank Eisenhaur, John Bache and Martin Kane. Attractive belts with initialed silver buckles were given to all these men.

Next on the program was the speaker on Fire Prevention, Mr. C. W. Mowry, Manager of the Inspection Department of the Factory Mutual Fire Company.

Many people have asked him, he said, why fire prevention was necessary provided the company was well insured. The answer is that a bad fire does not simply mean collecting the insurance—it means orders lost and business lost; it means employees out of work, perhaps for months, and it may even mean the transferring of a large business from one part of the country to another, throwing large numbers of people out of work. He went on to explain in detail the "How" of Fire Safety, which can be divided into two main principles—Prevention and Protection. The first covers all manner of fire hazards and their elimination; the second covers adequate and effective equipment for fighting fires. He spoke particularly of the effectiveness of the sprinkler system which he likened to a watchman that was on the job twenty-four hours a day. This, plus an efficient fire brigade was the fullest means of protection, he said.

The final picture was called "The Danger that Never Sleeps," and after the showing of that, the members and guests adjourned to the Brigade Room where refreshments of doughnuts and coffee were served.

SUGGESTIONS

THE following suggestions were accepted at the meeting on March 5, and put in Class 2, representing Savings in Manufacturing Costs and receiving awards of $10 each:

Improve Method of Manufacturing One-piece Folders — James Ginley, FXG
Quick Way of Changing Timing Device — Harvey Hayward, FFP
Stop on Large Conveyor, FBPM2 — W. H. Manson, FBM
Use of 5″ Gum Cloth for Splices — L. R. Smith, FFN
Use of 1″ Gum Cloth for Taping Rolls at FBPM5 — L. R. Smith, FFN

The following were put in Class 3, representing suggestions of intangible value and receiving awards of $5 each:

Use Lead Covered Wire in Accelerated Weathering Tester — Arthur Balduf, FBE
Reduce Mill Truck Trips to FFV — Donald Brimner, FFV
Guide on FXGM18 — Leonardo Ciancarelli, FXG
Improve Rack Pulling Roll Handle — Paul DeLaiarro, FBP
Have Tractor Driver Operate FFD Crane — Lester Evans, FFSM
New Clutch Arrangement on Pull-Out Machine — L. R. Gammell, FFF
Gauge to Adjust Rubber Plates — James Ginley, FXG
Drip Trough under Water Ductor, 1st Stack, DMPM5 — Vincent Grudinsky, DMP
New Side on DMPM2 Broke Beater — William Hall, EML
Bench on Both Sides of FXFM13 — Ethel Karshis, FXF
Protect Hanger Pulley — John Smith, FFN
Cut off End of Pull Roll Drive Shaft — L. R. Smith, FFN
Protect Conduit Pipes in Hangers by Changing Wiring — L. R. Smith, FFN
Improve Shaving Guard on Winder — James Trenholm, DMP
Change Main Clutch — Dominic Triventi, FBP
Support for Meter Pipe — Charles Widgery, FFB

Additional awards of $10 each were made to Paul DeLaiarro, FBP, L. R. Smith, FFN, and James Trenholm, DMP, for having had five suggestions accepted. This is the third time James Trenholm has won this award since the plan was put in effect on January 1, 1929.

Roofing Machines Team Again Wins Championship

THE FINAL MATCH

ON the night of February 28th the Box Shop Shipping team, captained by "No wood, no spare" Farris fought gloriously against overwhelming odds and was finally brought to defeat at the end of the bowling season by the twice-champion team, Roofing Machines. The total

Champion Bowlers of the 1929–30 Season, the Roofing Machines Team. Left to right, Teodori Michienzie, Thomas Smith, Sam DiFlaminies, Alex Alexandrini, Paul DeLararro. DeLararro is also the winner of High Individual Average, and Michinzie the winner of High Individual Single String average

pin fall of the match showed the Roofing Machines team ahead by 38 points.

The first string looked very favorable for the Box Shop team, when they finished eleven points ahead. The second string gave the Roofing team a two-point lead, and in the third string Cannon Ball Smith and his cohorts entirely outclassed the Box Shop men and piled up the other 36 points to win the championship for the season.

There was no remarkable bowling by either team, the highest single string score for the evening being only 104, and the highest three string total only 279. A crowd of over one hundred rooters with plenty of amunition in the form of wise-cracks probably did not help to make the averages any higher. Everybody, both bowlers and witnesses, apparently enjoyed himself at this final match of season, which also served as a sort of prelude to the banquet and theater party, one week later.

BANQUET AND THEATRE PARTY END BOWLING SEASON

FROM the tenderloin steak right through to the last appearance of Lillian Dixon and her chorus girls, everybody seemed to have a good time at the annual Bowling League party. About one hundred and fifteen men attended both the banquet and later the show at the Gayety Theater, Boston.

The banquet, in Holman Hall, Norwood, began promptly at five-thirty, and for the next hour or more everybody kept busy stowing away large quantities of tenderloin steak, asparagus, banana fritters, ice cream and cake. At the conclusion of the dinner, S. B. Montgomery, acting as toastmaster, presented the prizes to the various winners of the season.

The Roofing Machines Team was called up first, and these men as a whole received two prizes, one for finishing first and the other for the High Team Single String Average. Box Shop Shipping received second prize, for finishing second. The Accountants were awarded a prize for finishing second in their League, B, and the Finishing Mill and the Maintenance Department split the prize for second place in League A, because they were tied at the end of the season.

Paul DeLararro of the Roofing Machines Team was awarded first prize for getting the

Second Prize Winners in Bowling, who gave the Roofing Machines Team a run for their money. Back Row, Ralph Farris, Ernest Koebe, John Barrett. Front row, Norman Wright, Richard Sprague

Highest Individual Average of 96–11. Howard White won second prize, and Edward Hall, third. The High Individual three string prize went to Robert Rodd of the Accounting Team, who set the unequalled total of 354. High Individual Single String Award went to Teodori Michienzie, whose high mark for the season was 132.

Special prizes were also awarded to the two teams who had the distinction of finishing last in their league, the Laboratory and the Main Mill teams. Miniature bowling sets, attractively wrapped in brown paper, were solemnly presented by the toastmaster. And just as every one was about to leave the hall, Mr. Rogers took the floor, and, after asking all the invited guests to stand, presented each of them with a pair of colored glasses, so that they might not hurt their eyes while watching the show, and also so that the stories they would have to tell their children—and wives—would be rose-tinted.

The Finishing Mill Team and the Engineering Team tied for second place in League A. Members of the Finishing Mill Team, Standing, William Pouloskey, John DeCosta, William Geary. Kneeling, Patrick O'Donnell, Fred Jonah

The trip to Boston was quickly made in four New England busses, and most of the men, just as a year ago, found their element in the bowling alleys, where they stayed until the show began.

The show itself was one of the regular burlesque shows, plus a special act put on by four negroes. Judging by the applause, they were the hit of the evening, and for nearly half an hour they stopped the show and gave a wonderful exhibition of singing and dancing. "Old Man River," "Old Black Joe," and the short negro with the clogging feet that almost talked, were the high spots of the evening.

Lillian Dixon reminded many of us of Ann Corio of last year's fame, and there is still considerable discussion going on as to whether she and Ann are twin sisters or not.

Immediately after the show the busses returned to East Walpole, the men returned to their homes, and the guests returned to their wives and kiddies with rose-colored stories of a good time.

Second Prize Winners in League B., the Accounting Team: Left to right, Edward Hall, James Mack, Howard Whitney, Robert Rodd, Joseph Erker, and Edgar Tarr. Rodd, in addition, captured High Individual Three String Total for the season

MR. MILLER GOES TO FLORIDA

DAYTONA BEACH, Florida, is where you will find Mr. H. H. Miller, Secretary-Treasurer of Bird & Son, any of these days early in April.

His condition was so very much improved last month, that on the fifteenth of March he and Mrs. Miller left for Florida where they will stay for a month or more. Before leaving, Mr. Miller made a short call at the office.

We hope that the sunny climate of the south will work a quick cure for him, and that in another month or two we can report him back at his desk, fully recovered.

The Engineering Team, which tied for second place in League A with the Finishing Mill bowlers. Left to right, Edward Boulter, Ernest Stott, Winfred Schaier, Harold McNeeley, and Fred Duncan

HOME GARDEN PAGE

WHAT TO DO IN APRIL

A LIST of helpful garden hints, taken from a collection of books on gardening.

In the Vegetable and Fruit Garden

1. As soon as the frost is fully out of the ground, dig, or plow the garden thoroughly and fertilize if necessary.

2. Plant peas immediately, and if wanted in succession, make several plantings, about two weeks apart.

3. Toward end of the month sow seeds of parsnips, lettuce, Swiss chard, onions, carrots, beets.

4. This month, and May, are the months for transplanting. If you are planning on asparagus, rhubarb, horseradish or strawberries later in the season, now is the time to "buy, beg or borrow" these plants and set them out in your garden. Fruit trees of most varieties and grape vines can be set out during this month.

An attractive home, not clipped from a magazine, but taken right here in East Walpole. It belongs to Ernest Coleman of the Accounting Department and is on Woodland Road. Photograph used by permission of the Home Building Company Inc. of Walpole

The Flower Garden and Lawn

1. Dig the beds and fertilize if necessary.

2. Uncover the bulbs, and gradually remove the protections from perennial plants like roses and phlox.

3. Plant new rose bushes and gladioli.

4. Plant trees and shrubs.

5. Roll lawns and reseed the bare spots; if possible, replace badly worn spots with new sod.

COLORS IN THE FLOWER GARDEN

FOR an effective flower garden in mid-summer, you must plan the correct placing of various flowers now, before they are planted. Mr. Earle W. Gage, writing for the March issue of "The Small Home" tells of an easy way to tell whether or not your color combinations will be effective. Here is his scheme:

"Draw a circle and divide the circumference into five equal segments. Mark each one in turn —red, yellow, green, blue, violet—the colors of the rainbow, except that orange is omitted. More pleasing effects are produced if the yellows are less dominant.

"Let us suppose that you have a bed of larkspurs and desire to set it off with a contrasting color in front. As larkspurs are blue, draw a line from the blue segment straight through the center of the circle to the other side. Where do you land? On the line between the yellow and the red, which obviously means orange. The problem then is to find an orange flower which will blossom the same season as the larkspur. . . . Have you ever noticed that the most effective red gardens have no other color with them? Run a line across your circle from the red segment and you find green, or greenish-blue. The dark leaves themselves form the proper contrast for the scarlet blossoms of the salvia, the poppy, and the other favorites in red."

This plan will apparently work almost every time. Try it, when planning your garden this year, and see what effects you can produce. White, as Mr. Gage says later in his article, is the one color that will mix with any other, and always when in doubt, plant white for contrast.

RASPBERRIES AS BIG AS YOUR THUMB

ARE you a lover of raspberries, big luscious ones that melt in your mouth whether you eat them plain, or in a short-cake?

If you have a little back yard, and even moderately rich soil, you should have no trouble in raising all you and your family can eat. The popular variety sold in stores is the Cuthbert, a brilliant red, but there are others which grow even more readily, and which taste just as good. A particularly good variety is the Columbian, which when grown under good conditions will produce about the largest raspberries we know. They are a deep purple color, when ripe, and although they may not look quite as attractive as the red varieties, they have a fine flavor and are good for canning.

Another feature of these Columbian bushes is the ease with which they spread. The raspberries are produced on the ends of long shoots, and after the bushes have stopped bearing, the ends of these shoots, still attached to the original plant, may be covered with a few inches of soil, and will form new plants. Where you have one plant this year, you may grow five or six the year following.

SPRAYING

APRIL is the month to start war on garden and fruit-tree pests, if you want to live in any ease later on in the summer. Insects of any

sort are much easier disposed of when they are in the egg stage, or when they first make their appearance in the Spring.

In the town of Walpole there are plenty of men who have the equipment to protect your fruit trees and shrubs, and their service is yours for the asking. Insure your "farm" against destruction by insects whether you own two fruit trees, or two hundred, and see that your trees are thoroughly sprayed early in the season.

BILLY B. VAN'S PINE TREE SOAP

SINCE the visit of Billy B. Van last February, Mr. S. B. Montgomery, Assistant Manufacturing Manager, has had some interesting correspondence with Mr. Van about his product. As Mr. Van's discovery of making Pine Tree Soap has not yet been patented, not much can yet be known about the making of the product, but that does not make Mr. Van's letter any the less interesting. We quote parts of it:

"We never secured a process or formula patent on Pine Tree Soap. The only things we were ever able to patent were trade marks, slogans and advertising material. However, there is no great secret about the manufacture of Pine Tree Soap. We are not magicians, but we do sincerely believe that we make THE BEST CAKE OF SOAP IN THE WORLD, combining as it does nothing but the purest of vegetable oils together with the God-given fragrance of the New England balsam pine. . . . We do not claim that Pine Tree Soap will cure fractured hips, fallen arches, or intestinal disorders, nor do we claim it will make one beautiful over night, but we do believe we make THE BEST CAKE OF SOAP IN THE WORLD for WASHING purposes.

"Please extend my compliments to all the members of your organization. I consider it a great privilege to have been able to be with you, and trust I may have the pleasure of seeing you all again some time in the near future."

Appropriately enough, Billy B. Van's signature is in green ink, the color of his beloved pine trees. He also enclosed with his letter several circulars and pamphlets giving testimonies of various people as to the excellence of his product. The prize testimony goes to George M. Cohan, playwright, who wrote as follows:

Dear Bill:

Whatever else your life may mean
If you can say "My hands are clean,"
The rest is merely faith and hope,
An honest heart and Pine Tree Soap.

Your pal,
George M. Cohan.

LESSONS OF A YEAR

ONE lesson taught by 1929 has been: Do your own thinking. Don't be carried away by mob psychology.

Don't blindly gamble. Don't figure on becoming rich without effort; don't expect something for nothing.

Don't fly to extremes. Exercise moderation.

Allow yourself to become neither intoxicated by success nor daunted by apparent failure.

Disabuse your mind of the notion that old-fashioned virtues have lost their virtue. Get back to first principles.

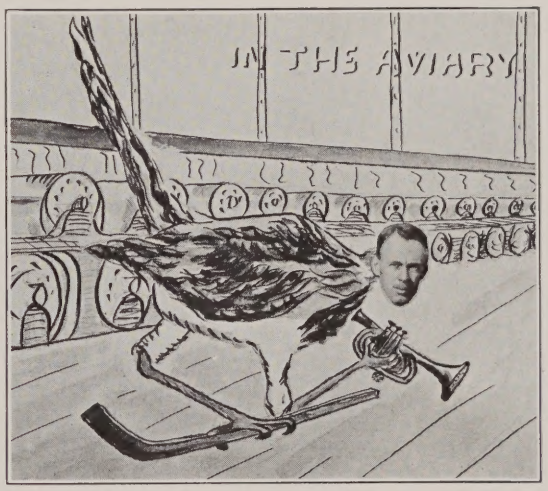
Reconvince yourself that sweat, not speculation, is the main ingredient of success.

Don't chase rainbows; keep your nose to the grindstone.

Remember that diamonds are only chunks of coal that stuck to their job.

And may the New Year bring you a bumper measure of health, happiness and prosperity.

Forbes Magazine.



THE ROAD-RUNNER

Among the Birds we see around
Is the Road-runner fleet.
He's here, he's there, he's everywhere,
And quick upon his feet.

The men all like this long, lean bird,
He's cheery and full of fun,
And he spends much time at hockey games
When the day's work has been done.

He's a great cornetist, so we've been told
Who played in the Norwood Band,
And in town affairs, when work's to be done,
He's ready to lend a hand.

This Bird's first name, of course, is Steve,
And the rest is Smith. You guessed?
And we want to say while we have the chance
Of good friends he is the best.

The Mocking Birds.

BIRD'S NEPONSET REVIEW

Vol. XVIII. APRIL 1930 No. 4

Published Monthly by the Employes of Bird & Son, inc.
In the Interests of the Company and Its Workers
For the Promotion of
Good Service Good Business
Good Will

MILLS: East Walpole and Norwood, Massachusetts; Phillipsdale, R. I.; Chicago, Ill.

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Printing Foreman, F. R. Meyer

Folks who never do any more than they get paid for, never get paid for any more than they do!
Elbert Hubbard.

WORKING AT THE WAREHOUSE

WHATEVER tricks the Fates may have played this winter in regard to business and work, the gods have surely been kind in giving us more than our share of excellent weather. There may be a storm or two yet before winter leaves us entirely, but no one can take away from us the month and a half of wonderful weather during March and the latter part of February.

Especially has this weather been favorable for work at the new warehouse. The building has been able to progress without interruption ever since it was started on the fourteenth of February, and that has meant that many men have had a chance to do this work, which ordinarily could not have been done so easily until much later.

An opportunity now, to work in the open during the best of the spring weather, a chance to work up a good muscle and a good tan, and the prospect of returning to regular full-time jobs in the mill:—times really don't look as black as they are sometimes painted, not at least for the hundred or so men who have found enjoyable employment on the construction of the new Flooring Warehouse.

MOVE ON

AS you approach Dedham Square, from Boston, you see ahead of you a traffic signal with a cement foundation on which is printed, "Move on green only." Some one has very ingeniously placed a board over the words "green only," so that now the sign reads, "Move On." This is a good bit of advice for the motorist, but he should be careful to obey it only when the light shows green.

It is an equally good motto for each of us to hang over his desk, or his work bench. Whatever job you are doing, Move On. Don't be a slow driver blocking the rest of the traffic. But be sure, too, that the traffic signals of your job are flashing green, that is, that you know what you are doing and where you are going. The motorist who obeyed the words "Move On" at Dedham Square and disregarded the red light in the traffic signal wouldn't get very far beyond the Court house in that same Dedham Square. The man who goes at a job blindly, with no regard for co-operation and with no knowledge of what he is doing and what he is accomplishing is not likely to fare much better than the law-breaking motorist.

If you have a job with Bird & Son, you have a definite work to accomplish. You are a part of Bird & Son's "traffic," which is complicated and may seem to you at times to be going in all directions. But there are signals to be followed, and definite ends to be arrived at. Know what you are doing, know where you are going, obey the "traffic signals" of your job so that you won't tie up the work of others about you, and then when those signals read "Go," Move On to the end of your work as quickly and efficiently as you know how.

Moving on and accomplishing is an important part of any job, but fully as important is a knowledge of how to move on, and where you are going to end up when you have moved on. Study your job from this angle, and you will find that it will pay good dividends.

500,000,000 SHOE CARTONS

A committee has been appointed, consisting of B. D. Rogers, Chairman, C. H. Andrews, and S. W. Gladding, to consider and recommend a suitable trophy to commemorate the point in Bird & Son's history which will occur very shortly when our Shoe Carton production passes over the 500,000,000 mark, this trophy to be suitably installed in the Brigade Room.

There is in the wind, also, a suggestion that some suitable celebration take place on the day that our Shoe Carton Plant has produced its 500,000,000th shoe carton, enough approximately to give every person in the United States four pairs of shoes packed in Bird & Son's cartons.

G. R. Wyman
Manufacturing Manager

HEALTH NOTES

INDIGESTION

By C. O. Sappington, M. D.,
Director, Industrial Health Division, National Safety Council

DID you get up this morning on the wrong side of the bed?" If you did, probably it was because you ate too much of your favorite dish for dinner last evening. Or perhaps you had a grouch on most of the morning because you had a little midnight lunch after coming home from the picture show.

"Indigestion" is a very fruitful cause of disturbances of bodily efficiency and evenness of mind. Historians tell us that some of the great mistakes that have been made by kings and queens had their basis in a torpid liver, which is one of the phases of indigestion.

The causes of a disturbed digestion may be named as follows:

1. Improper food
2. Poor cooking
3. Peculiar individual reactions
4. Physical fatigue
5. Worry and depression
6. Rapid eating
7. Cold water taken before warm food
8. Over-eating
9. Constipation
10. Defective teeth
11. Various diseases of the digestive system

Most of the indigestion in our modern life is caused by eating when fatigued, worried or depressed; by eating too often; by taking large amounts of cold water before eating; by over-eating, and failing to eliminate regularly the waste from the body.

If you find yourself coming to the table in a nervous state of mind, particularly if you do not have time to eat slowly, it would be better to go without food. Missing a meal occasionally will not hurt you. Your food will only be of value to you if properly eaten, properly digested and assimilated.

LIBRARY NOTES

TO the imaginative reader, the charm and educational value of travel and adventure will be brought in a measure through the reading of some of the new books which have come to us. Here are a few of them:

French France: descriptive of the provincial side of life in the villages and small cities by Oliver M. Hueffer who has lived among the French people as a friend and neighbor.

On the Bottom: Commander Ellsbergs' story of the raising of the submarine S-51. The courage of the crew in their hazardous undertaking cannot but win admiration, and satisfaction in their success. It is a thrilling tale, and helps us to realize a little the increased demand upon man's energy and resources, because of progression.

Isles in Summer Seas: a description of beautiful Bermuda, illustrated by random sketches of scenery and inhabitants of the delightful island.

Ireland: Donn Byrne's descriptive power and the many illustrations carry the reader to many of Ireland's points of interest.

Touring New England: The pleasure of motor trips is increased two fold when something about the points of interest which we come upon is known to us. Particularly if Southern New England is to be your route, take with you Clara Walker Whiteside's book. It is generously illustrated and contains much descriptive matter of interest in sections from Connecticut to Southern New Hampshire.

Our four books on the subject of foremanship have proved helpful:

The Foreman and His Job	Allen
Foremanship and Supervision	Cushman
Foremanship Training	Diemer
Practice Foremanship	Gardner

In addition to these, several other of our books touch upon this very important office of our organization.

Books on Accounting owned by our Library:

Complete Cost Keeper	Arnold
Science of Accounts	Bentley
Cost Keeping	Bunnell
Accounts	Cole
Accounting Practice	Day
Accounting Practice and Procedure	Dickenson
Cost Reports for Executives	Franklin
Accounting Every Business Man Should Know	Garrison
Practical Bookkeeping	American School of Correspondence
Modern Accounting	Hatfield
Cost Accounts	Hawkins
Cost Accounting	Jordan and Harris
Depreciation and Wasting Assets	Leake
Efficient Cost Keeping	Lewis
Dicksee's Auditing	Montgomery
Auditing: Theory and Practice	Montgomery
Nicholson Factory Organization and Costs	Nicholson
Practical Auditing	Wren
Problems in Industrial Accounting	Sanders
Cost Accounting and Burden Application	Scoville
Net Worth and the Balance Sheet	Stockwell
How to Find Factory Costs	Thompson

THRIFTY ANSWERS

Number Two

Why Carry Life Insurance

1. It is a safe and sane investment.
2. Protects loved ones in case of emergency.
3. Creates credit by which unexpected bills can be paid.
4. Increases happiness in home life.
5. Guarantees an income for old age.
6. Never decreases in value.
7. Indicates a good physical condition.
8. Helps you to save.
9. Enables you to educate the children.
10. Puts money at work for national prosperity.

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff *Sabina Costello* *Margaret Owens*
Alice Clem *Gladys Noddin* *Beatrice Severance*
Ida Milesky *Eva Knoll* *John Andrews*
Alice Fales *Elizabeth Lawson*

Arthur Garland, of the Credit department, received a letter not so long ago addressed to "Dear Madam." If it had only been *signed* by a "Dear Madam," or "Miss," Art might have enjoyed it more.

Mrs. Brown, according to conversations with her over the telephone, is much improved. We all hope to have her with us soon.

Herb Schaier has decided to shave off his 'miss-placed" because it interteres with his eye-sight.

We extend our sympathies to Miss Rhind in the death of her father, Mr. William C. Rhind which occurred this last month.

Bench-warmers. Well, it is a warm sunny afternoon, so why shouldn't we sit out here and enjoy ourselves? Do you know our names? We wouldn't give them to the photographer, so if you know who we are, please send our names in to the Review editor. Thank you!

Fuller Lockhart is the proud owner of a new Plymouth Coupe.

Arthur Bushell arrived at the office with a very beaming countenance on the morning of March 9th. The girl friend had been showered with silver and other beautiful gifts the night before.

Flora MacDonald, it has been divulged, is taking private swimming lessons. And it is a well-known fact that she is going to Scotland this summer. Some inquiring soul puts two and two together and wonders how she is going to travel.

We are glad to see Ann Mahoney back and looking like her old self again. On March 3rd she was transferred to the Stenographic Department, where she will work from now on.

Gertrude Meyer spent a very pleasant week end recently in Vermont. From what we gather, she is so impressed with "everything" about Vermont that she expects to go back for another week end very soon.

A poem—dedicated to Mary Stone, Ida O'Kane, and Ida Milesky:

March winds do blow
And long hair must go
Said three girls in the VN crowd
So they hied themselves out
Now wind-blowns are about
Of these three young maids we are proud.

G. M. Armstrong, noticing the note last month on John E. Chick and Son sends in the following: There is a little town of Boothwyn, Penn. Dunn gives it 125 and Bradstreet 75 in population. However, during 1929, the Delaware County Supply Company located there bought eight cars of roofings.

Mr. and Mrs. Howard Richardson were visitors at the office on Saturday, March 15th. Howard, who used to work in the Cost Department, is now with the Vermont Baking Company at White River Junction.

Spring is surely here, and the automobile business is picking up. Howard Whitney has already sold three new Fords: one to Joseph Erker, one to C. W. Conrad, and one to M. R. Poff.

A note from A. H. Brooker, southern salesman, gives us the information that the Rigby-Morrow Company, Bird dealers, have two members at least who are "birds of song." Mr. Roy C. Bennett and Earl T. Brown, an owner and a salesman, respectively, in the Rigby-Morrow Company sing in the Henderson Male Quartet. This quartet records for the Victor Talking Machine Company and also sings over the radio occasionally from stations WBT and WWNC in Charlotte and Asheville, North Carolina.

Bird Rugs have found their way into Rio de Janeiro, and into the advertising columns of a Jewish newspaper which is published in that city. The Bird advertisement itself, which is put out by Jacob Brunstein, is printed in Spanish. Three different cuts are used which tell the world in English that "Bird Neponset Rugs dety water and wear," and that "only Bird Neponset Rugs have the genuine waxed back."

Three members of the Bird Club had a rather tragic experience in Boston recently. They had just returned to their car after a show, and were about to drive away when Gilmore noticed a very beautiful girl with her hands on her chin looking down at them from the fourth story of an apartment house. The room was not lighted, but she appeared to be looking right in their direction. Campbell and Grout blew the horn and blinked the lights on the auto, but she wouldn't as much as bat an eye-lash. They got disgusted and started to drive away, and as they did so, they discovered that they had been flirting with a wax model ad for a hairdresser's establishment.

We have it from a reliable source that Stan Blackmer is willing to trade his Essex after hearing about the new Oldsmobile.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran *John F. Burke*
Herbert L. Badger *John H. Maguire*
Welthea Smith *Mary Driscoll*
Herman Nordstrom *John DeCosta*

Timothy Curran has left Bird & Son to take a new job with Plimpton Press. Tim was Captain of No. 4 transfer crew.

Our office shiek, all dressed up for a conquest. When he has on a red sweater and his arms full of mail, we know him as JamesSullivan who is a Senior at High School this year and who works afternoons at Bird & Son

The Main Mill welcomes Joseph Thomas to its crew of iron horse drivers.

We are glad to see James Kivlan back after his recent illness.

Ambrose Fitzpatrick is spending week ends at Bridgewater. What's the attraction, Ambrose?

William Pouloskey has concocted a new beverage which he intends to put on the market very soon, and a prize of $5.00 has been offered for the best name.

Joseph Thomas is now giving boxing lessons in South Boston. He may possibly start teaching in Norwood, if there are enough men around who care to take up this sport.

James O'Donnell is now a fight fan for sure, as we understand Jim was a second to a fighter in Milford at the last amateur bouts held there.

Tony Feeney is now convinced that an auto will not run without gas. Tony was seen twice in one week walking home from Medfield at one a. m.

Edward Fitzgerald has returned to work after his recent illness, and is "rarin' to go."

Bids are now out to put the school grounds in shape for John Maguire's ball players. We all wonder if John intends to number his men this year. We all know he is a great man for his numbers.

Harry Godkin seems to have taken a liking to movie actors. They say he has started a collection of actors' pictures. The next thing we know Harry will want to go to Hollywood. But what we can't understand is why the actresses haven't appealed to him.

Harold Doderer of No. 5 machine has bought a wood sawing outfit, and would like to give you an estimate on sawing up that pile of wood for you.

Lewis Keddy of No. 5 machine has moved back to the "woods" again, on North Street.

Peter Kiarsis was seen recently going down Morse Hill with a toy cart full of wood. Making rugs out of wood now, Peter?

Louis Bergstrom is sporting a new Graham Paige. Louis says she's a dream.

We are sorry to learn that Thomas Burns is at home sick. A speedy recovery, Tom.

Norah O'Malley, tap dancer of the Cartridge Cutting department, has forsaken the shoulder bob for a close shingle, and it looks pretty nifty.

A bunch of the girls went bowling recently in North Attleboro. Etta Florest bowled 101 single string, and received a compact as a prize. Mary Sameski was no slacker with a score of 96.

Larry Doane witnessed an exciting amateur Hockey game between the Boston Hockey Club and the Kentville Nova Scotia Wildcats at the Boston Arena on March 8th.

Louis Bergstrom looked like a pedler one morning recently, calling at different places looking for the Bird Club.

Charles Geigol has found his old chair, and is now resting comfortably again.

Herman Nordstrom now makes two trips a week to Sears Roebuck.

There were some at the bowling banquet with grey hair, some with long hair, some with short, and one without any hair at all!

Louis Keddy is selling wood on the side. Louie always was used to the brush.

Albert Solbo is the proud father of a baby boy born on the 13th of March.

Alfred Maier has returned to work after being out several days with an injured foot.

Fred Roberts rebounded several feet recently when his Ford skidded into a tree. Although he lost some skin from his chin, he still has plenty of *chin* left.

We are glad to report that John Kirby is back on the job again.

Phillipsdale, R. I., Mill

Rexford H. Salisbury — *John H. Nolan*
David S. Lowry — *Leslie E. Howard*

James Boisvert, one of our millwrights, has recently patented a planer guard which is the best we have seen. It is certainly much better than the one we are using and he is to be congratulated.

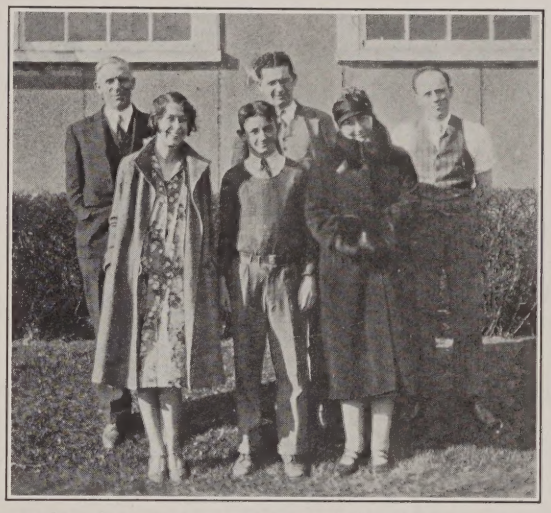
Charles Sinnett has been keeping bachelor's hall for some time as he left his wife "way down East" in Maine.

Tixy Billings has been making a name for himself in the Providence Church Bowling League. He is getting better every year.

Quite a time was had by all who went on the bus to the fire meeting at East Walpole. In fact, all who went wanted more of it. Pierson wanted more cigars, Allen wanted more coffee, Hawley wanted more stew, Inman wanted more scallops, and Banks wanted more room for his feet. The above accounts for our stop at Wightman's both going and coming. Jimmy Casey had a special seat since this is a privilege allowed all residents of Pawtucket. Close watch was kept of Leonard Carlson and he was, therefore, present during all of the meeting.

We were sorry to hear of the death of Alfred Battey's sister on March 16 at Phillipsdale.

Red Harrington has become charitably inclined. He has recently subscribed to a fund for helping poor girls through college—and he doesn't even expect to see the magazines.



A member of the Review staff took a half-holiday recently and visited the Phillipsdale plant. Here is a picture of the office group, which he took. They all seem to be enjoying life. Left to right: Back Row, T. G. Henderson, Superintendent, David S. Lowry, Lloyd Allen; Front Row: Harriet A. Neill, Joseph McBride, Rose Mc Kenna

Three new painters are making a name for themselves—Darrell Richardson, Serafim Moreiro, and Herbert Black. They painted the laboratory and, after a few more weeks practice, we don't expect to see them except in a uniform covered with paint. There has been some talk of charging them for the paint which they took home on their clothes.

This fellow Black seems to be able to get away with most anything. He recently removed the license plates from his car in order to clean them and before he remembered to put them on again he drove the car all through Providence and Olneyville. He hasn't got over thinking what might have happened to him yet.

Several of the men at the mill went down to the bowling alleys at Watchemoket Square to try out for a team which we might have some day. We will publish the scores just as soon as we get some over 80.

George Inman proved himself of great assistance to the East Providence fire department in extinguishing the fire at the icehouses nearby.

Henry Phelps has been out sick for a week or so but hopes to be in soon.

New drains have been put in the beater room basement so that we may expect a cleaner floor from now on.

BOX FACTORIES

East Walpole, Mass.

No. 1 Box Shop

Edward Gronroos *Charles H. Mutch* *Ralph Watson*
Herbert Lewis *Ralph Farris*

Joseph Keefe recently received a decoration for valiant conduct in battle. He carries it with him wherever he goes.

We hear that Robert Morse celebrated his twenty-third birthday on March 17th! Congratulations!

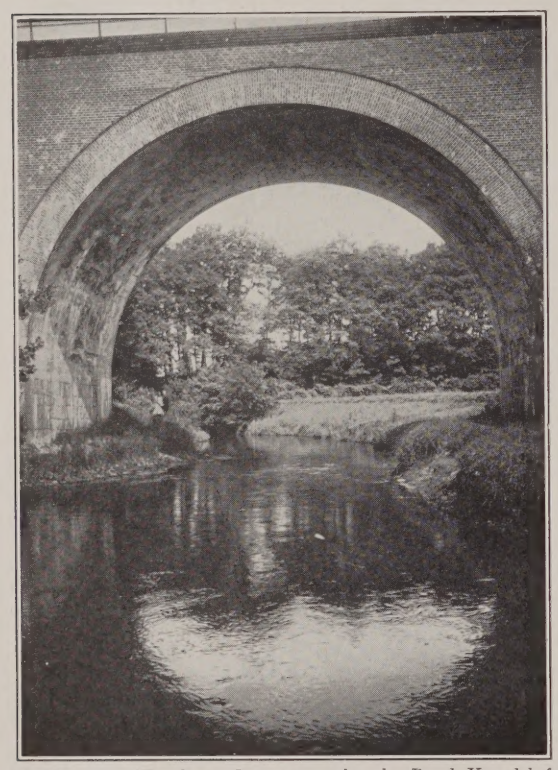
Wilmer Wiggin is now a proud grandfather.

We are glad to see Fred Marinelli back after his long illness.

If you want to buy any good second hand stuff, see George Harland.

Norman Wright feels he has discovered a pugilist of rare calibre in William Head, whom he is now training. Bill looks fine in training, and we wait anxiously to see him in a fight.

Two changes in the No. 1 Box Shop Safety Committee have been made. Harold Watson has taken the place of Harold Johnson, who has left Bird & Son, and Wilfred Turrenne has replaced Francis Curran.



A bridge near Hamburg, Germany, taken by Paul Kugel before he left there two years ago. And an example of very good photography, too

We are sorry to lose Garrett Barry from our ranks; Garrett is now working with the Pendergast Grocers of Norwood.

"My Wild Irish Rose," coupled with "Murphy," seems to occupy a large portion of Algot Johnson's time and presence of mind, and induces him to make frequent trips to Dorchester.

William Urquhart has been transferred from the Combiners to the Finishing Department.

Orville Spinks has his faithful Chrysler on the road again after its long slumber.

Paul Kugel, will you please explain your visits to Jamaica Plain? The Scotch lassie, eh, so that's it. Thanks!

The Checker enthusiasts of the new Box Shop should challenge the blocked-board players of the Roofing Mill and add more trophies to the Box Shop collection.

Paul Kugel and his sister, Bertha, made a very enjoyable and educational trip to Washington over the last week end in March. Photography being Paul's hobby, we may expect some very interesting photos of our Capitol City in early issues of the Review.

Horace Hart made two trips to court last month and Horace having been acquitted, and the gent who crashed him some time ago, convicted, of reckless driving, he now has an open and shut case and expects to retire on the proceeds.

Francis W. Smith was a visitor at the Box Shop last month.

Mr. and Mrs. R. L. Tupper are receiving congratulations on the birth of a son, 8 lbs., March 8th.

Earle Boyden is out, recovering from cuts and bruises received in an auto accident, March 9th, in Dedham.

Herman Lauble is back on the job again. He was out six weeks following an operation.

Arthur Colburn drove to Boston recently and upon receiving assurance from a genial cop that it would be O. K., parked his car on Hawley Street. Returning a half hour later, he perceived his bus being tagged by another cop, less genial. Henceforward Art is taking no cop's word for anything.

Jeff Connolly had a narrow escape from serious injury when a ladder upon which he was standing slid sidewise. In trying to save himself, Jeff drove his arm through a window. Seven stitches were necessary to close cuts in his right arm.

Another graduate from the class of Ford owners. Lawrence Johnson has a Cleveland.

Rafael Paolucci reports that his little boy is getting better. Two of Rafael's children were struck by an auto at the same time, but only one was seriously hurt.

Albert Laminen's Ford was A. W. O. L. for two days recently, but was retrieved by the Norwood police.

Sam Hunter is rebuilding his Chevy, and hopes that it will be good for a few years more.

John White's Buick won't run without gas, even to a town meeting.

No. 2 Box Shop

Edward Scanlon *Christine Sherer*
Catherine Brady *Anna Duffy*

Martha Dee, Ethel Havey and Alma Walsh had their annual celebration one Saturday in March, with dinner at the Yen Ho restaurant and afterwards, the "New Moon" at the Plymouth. Celebration of what, we want to know?

Who likes to walk in the park alone in the moonlight, just to think or to forget? Which is it, Frank?

Alvah Bridgham is back to work again after his recent sickness.

It looks as if Frances McDavitt must have had a long walk home. Did you notice her poor heels all bandaged up?

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Ralph Kolseth *Charles Savage* *Charles Watson*
John White *Edward Hiller*

John Diaz is working at the Flooring Plant during the winter and spring.

The new checking system in the Finishing Department is as tight as a safe deposit vault.

William Sebel is getting his tackles ready for trout.

William Standish has stopped eating candy until after Lent. He will start in again Easter Sunday.

Pasquale Alberico is building a house in Walpole.

Charles Norton has moved from Norwood to Rock Hill.

John Graham gets Montreal easily on his radio, but has gotten no Scotch on it yet.

David Bader returned to work March 19th after being out since September 13.

See Dick Stoddard for estimates on Portable Hen Houses. He will also show you where west is.

John Conroy has been elected to office in the town of Norfolk.

Arthur McKenna is walking to work these mornings. How come, Arthur?

Roy Packard says his new Majestic Radio is the best ever. He and Jack Rasch are members of the Amos and Andy Club.

Warren Manson has added 500 new chicks to his poultry farm.

Jepson looks perfectly at home in his new office.

Rob Roy is driving again—a sure sign of Spring.

William McLauchlin is now the owner of a new Nash Sedan.

The spring cleaning in the Roofing Machines department has been so thorough that it is difficult to recognize the old place.

Raymond C. Call is back to work fully recovered from his attack of mumps.

Nelson Bartlett has returned from his hurried trip to Florida.

Ed Lincoln lost a little time due to a slight operation during the month.

Adolph Kotak has had some more tough luck having to have another operation on his side. He is getting along fairly well.

Warren Kumblad has been transferred from the Main Mill Laboratory to the lab at the Roofing Plant.

Mike Sheehan is very sick at the Norwood Hospital.

John Foley's desk was well decorated on the 17th.

Harold Dunakin is making a start toward a new house. He is starting the cellar.

Frank Lacivita is thinking quite seriously of taking up a night course at Wentworth Institute.

Spring must be here. Arthur Duncan is starting on his annual jobs of painting.

Anthony Walgoar participated in his first real boxing match in Boston one night this month. Result was a very prominent black eye and no response as to who won the bout.

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell F. Lydon*

Mr. Henry Morman, our Master Mechanic, is the proud granddaddy of a 6 lb. 14 oz. boy born to his daughter Evelyn. The child will be named Richard. Of course, Florence, of the Stenographic Department, is a very proud aunt.

A 10 lb. boy born to Mr. and Mrs. F. Kruizengo on Valentine's Day will be named Frank Jr. Kruizengo will be remembered as one of the two brothers who married twin sisters on the same day.

Pete Wagner was making special equipment for Eric Gach's camera. Eric decided he wanted a crank attached and asked Pete where the crank would be. Pete said as far as he knew, he thought it would be behind the camera.

We are glad to welcome Martin Thompson into the Bird Family. He has taken over the work formerly handled by John Sayles, who was transferred to the Floor Covering Division the first of the year.

Mrs. Greenock of the Accounting Department has returned to work after being ill at her home for two weeks. We are glad she is able to be on the job again.

Ernie Grosscup, our Mill Inspector, is home sick. We all wish him a speedy recovery.

Tom Cooling is all confused over his pet truck that has just emerged from the beauty shop all dolled up and raring to go.

Glenn Young, our Plant Engineer, took the girls of the Sales Department through the Plant recently. Mr. Young explained the process of manufacturing, and the girls found it very interesting.

Mr. Hird inspected the tennis courts the other day, and reports them in better condition than ever. A couple more Sundays like last and the old game will be in full swing.

Rummy has replaced bridge as the latest after-lunch pastime. Oh, well, soon it will be horse shoes.

Mr. O. B. Schreen has just returned from a trip through the South with Mr. Westcott of the Floor Covering Division.

The first run of Art-Hex Roofing was made on Wednesday the 12th, and a display roof made of this material looks very ritzy.

They say every cloud has a silver lining—well, so has our factory since the new coat of aluminum paint has been applied.

Henry, our office boy, and Miss Moore are going to start an aquarium, seeing as how the Drug Store is giving a bowl free with every dollar purchase. Shop early and avoid the rush.

The Accounting Department is bound to set the fashions for the office. "Howie" Hanna has just returned from Detroit with a pair of bright yellow pig-skin gloves which he purchased there.

Mr. Lance, of the Machine Shop, has just purchased a beautiful 8 cylinder Nash. Several of us who have been fortunate enough to ride in it can testify as to its power and smoothness.

St. Patrick's Day passed without any casualties being reported by either the Green or Orange.

We hear there is a contest on for loud ties in the Shipping Gang. So far Frank Drueger is in the lead with a bright red one.

A Bushel of Boy—Albert Whitmore, Junior, whose father works in the Shipping Department of the Roofing Plant

FLOORING PLANT AND OFFICE
Norwood, Mass., Plant

Lloyd Smith *Lester Evans*
Tom Rogers *Lawrence Gammell* *Leo Haggarty*

Clare Hayman decided he would like to have an automobile, so he turned in his Ford for a Nash "400."

Howard Johnson will soon give up walking to work as he has exchanged his Essex Challenger for a Bigger, and we hope, Better Buick.

Any one wishing to obtain Pine Tree Soap see Lester Evans, of the Maintenance department.

David Boyden and Elliot Webber of the Norwood National Guards are still foot sore, and also eye sore, from their parade through South Boston on March 17th.

Friends of Carl Hamilton have recently found out why he buys hair dye before going to Medfield, Mass.

New sojourners at the Norwood Hospital are Lester Evans and John Pratt and both want the same nurse. This looks like a case where the best man wins.

We welcome William Dunn and James Campbell to the Rug Finishing department. They are both sales training students from Chicago.

Ralph Hildreth has recovered a dollar of the dollar and a quarter he lost. The quarter is gone, Ralph, but not forgotten by the boys.

Did you all notice the "cute" little boy who appeared in the March issue in the Whozit column?

Lloyd Smith has made a great start in the 1930 suggestion contest. Good work, Lloyd, keep it up.

Charles Miller is answering any and all questions regarding the running and care of a Ford these days.

William Danaher is very much "het" up over Richard Fournier's mysterious week-end trips.

We all enjoy Amos and Andy of radio fame, but have you heard Jim Hanley and Jim Garner do their stuff? We won't comment on it here.

Caroline Chapman is mighty proud of that snappy Chevy Roadster which she just purchased. We hope she drives it in to work one of these days so we can give it the once over.

Talking about a diet, does anyone know whether milk and bananas are good for putting on weight? Consult the chart kept by Martha Clem of the Flooring office.

Did you ever hear John Connolly of the Shipping Department tell a Scotch joke?

Roy Leslie Young of the Block Room has announced his engagement to Miss Eileen Maude Parker of Canton. Congratulations, Roy.

James Hennessey of the Print Machines welcomed a new arrival in his home on March 13th, a baby girl.

All the large trucking concerns will soon have another strong competitor. Howard Hewins of the Block room has bought a Ford Truck and intends to do a little trucking on the side. Personally we think that his Chrysler Coupe needs an auxiliary motor, and that the truck gives him the assurance that he will not have to walk to work.

Gladys Davis of Chicago, who receives such glowing praise in the notes that anything we might say would be superfluous. Gladys is on the left, and on the right is a friend of hers, whose name we would also like to know

Wilma Reardon expects to enter Spud as a prize winner in Boston's next dog show. What with his new all-Bird Products house, he ought to be a prize-winner.

CHICAGO OFFICE

G. B. Blackmore *V. D. Szukalla*

BIRD'S PERFECT GIRL

A form like Rita's
The eyes of Sadie
A nose like Helen's
The wit of Mary Curran
A "dental row" like Mary Mac's
The hair of Mary Maloney
A name like Gwendolyne
The "It" of Virginia
A mouth like Mary Sweeney's
The personality of Gladys
A musical talent like Margaret's
The vivacity of "Witty"
A voice like Lillian's
The height of Peggy
A disposition like Marie's
The complexion of Evelyn
A diligence like Ida's
The nerve of all of us.

After explaining our perfect girl, we want to show you our little message is correct. Somewhere on this page is a picture of Gladys Davis shown with her pet collie and an acquaintance. Gladys is the one looking so wistfully at her dog whose name is Pal, and who she claims is a pal in all sense of the word.

The Beta Chi Sorority, of which three of our girls are members, gave a bridge party on February 28, and eleven "Birds" were present. And do they know how to play bridge? Well, judge for yourself—seven Birds came home with prizes. The sororities to which Lillian Moe and Gladys Davis belong also gave card parties at which Bird & Son was well represented. With all this practice the girls feel they are ready to challenge any professional bridge player in the country and "take him for a ride."

Jimmy Campbell was transferred to East Walpole for mill training on March 4. We wish him luck in his new undertaking.

Mr. Tyson is again back at his post after a long and pleasant business trip in the South and West.

H. Hagenbuckle and Phil Agnew made a short visit to the Chicago office on Saturday, March 1, also Ernie Smith. Mr. Jakel spent a few hours with us on March 8 and we are glad that he is recovering from his recent illness.

We welcome Harley Lageschult who is back in the office after spending a few weeks in Mr. Hagenbuckle's territory.

Peggy Fay, won't you tell us what happened on February 22? We are quite curious.

We thank Mr. Roberts, who was covering part of Mr. Jakel's territory in Wisconsin, for the chalk drawing made by a commercial artist whom he had met at the Kenosha Home Show. We wish it were possible to show it in the *Review*. The drawing is headed "Bird Rugs" and shows a bluebird perched on a rug representing a twig, done in high colors.

The following is a very interesting note received from Ralph Duvall on the quality of Bird merchandise:

"I used to think the story they told in the Hall Furniture Company at Sherman, Texas, about the Neponset they had on their floor there for 10 years and until it became so hard that when they wanted to demonstrate to customers what a tough surface Neponset had they would scrape a knife blade over it until sparks flew off. I say, I used to think that story a mighty strong one as a testimonial for the wearing quality of Bird's goods. Yesterday, Mr. R. H. Flack, a dealer in Los Angeles, told me that some 20 years ago when Neponset was first shipped into Pittsburg, two rolls were sent to Kaufman & Baers at 6th & Smithfield Streets, Pittsburg, at which store he was then in charge of the workroom for advertising purposes. The Neponset was placed on the main corridors where people tramped on it for four months or so. Then the Store Superintendent told him to take as much of it as he wanted home with him as the store was to undergo some remodeling. He took 18 yards which he put in his kitchen at home. Some 10 years later he moved here to Los Angeles and brought the Neponset with him and put it on his kitchen here, and he has the very same piece still giving him service today. He feels that he has had a very good value and assures me that now that we have a warehouse stock here, he will pass along some of these values to his customers gladly."

We were sorry to hear of the illness of Mr. Howell's mother and hope for a speedy recovery.

Time is the one thing that can never be retrieved. One may lose and regain a friend; one may lose and regain money; opportunity once spurned may come again; but the hours that are lost in idleness can never be brought back to be used in gainful pursuits. Most careers are made or marred in the hours after supper.

—New York World.

SAFETY LESSONS LEARNED IN 1929

OLD NINETEEN TWENTY-NINE has now been almost forgotten. Even the new year has lost some of its glitter, and most, if not all of our resolutions are either completely KO'ed, or groggy and stalling for the bell.

Yet in this Safety business, as well as elsewhere, we learn by experience. We all had to learn, when we were kids, that if we put our fingers on the stove we got burned, and if we monkeyed with the jam jar we were pretty sure to receive one or more resounding whacks on the place where it hurts most.

So let's look at the 1929 accident record and see what we can learn. First of all we notice that the number of lost-time accidents stands at 40, the same total as for 1928. Looking further we find that Chicago and Phillipsdale with 17% of the employees account for 14 or 35% of the accidents. The East Walpole and Norwood plants, on the other hand, reduced the 1928 figure of 35 lost-timers to 26 last year. A very good reduction.

Let's pause here for just a moment, and give hearty congratulations to No. 1 and 2 Box Shops, the Paper Mills and the Flooring Plant for their excellent accident reduction last year. These plants all materially reduced their 1928 figures.

Now for the experience part of this article—

The records show that 33% of our lost-timers fall under the classification of "Handling Materials." Without thinking, one would probably say "shipping and unloading injuries." Not so, however, for most of these injuries happened in manufacturing departments. Strained backs and leg muscles account for 4; fingers and legs jammed between trucks, skids and platforms 3; letting material slip out of hands onto feet account for 6.

There were 5 burns, 3 of which were electrical. Slip, trip or stumble was the reason given for 6. Infection, the enemy we are always fighting, got the best of us to the extent of 4 lost-timers.

A lot of people believe that it is the newly hired worker who is the most prone to accidents. To a large extent he is and he deserves the very best help that you older fellows can give him. But don't think that just because you have been here longer that you are immune. Our records reveal that after a man gets well broken into his job he is apt to get careless and neglectful of his safety and others. 81% of the accidents occurred to workers with one or more years experience. Never under-estimate your job. Remember Old Man Accident is always waiting to take advantage of your thoughtlessness and carelessness.

With reasonable pride in past accomplishments, ours is still the forward look. Let's profit by the experience of last year's analysis. First of all learn how to lift—bend your knees and push up with your legs. If you are not sure, ask your foreman to show you.

Next be mighty careful of your hands and feet, you fellows, who have occasion to handle lift trucks or caster trucks. Watch where you are going. A man who is pulling a loaded truck in narrow cramped quarters sometimes needs eyes in the back of his head.

Don't risk being a "lame duck." Hold onto whatever you are handling and don't let it drop onto your feet. Avoid falling objects. If you are handling a shaft or some heavy object with a fellow workman, watch him. He might drop his end, thus throwing you out of balance, causing a strain and possibly permitting material to fall on you.

Always consider any electrical apparatus *alive*.

LOST TIME ACCIDENT EXPERIENCE

	E. Walpole & Norwood Plants			Phillipsdale Plant			Chicago Plant			Totals		
Year	No. Accidents	Days Lost	Av. No. Emp.	No. Accidents	Days Lost	Av. No. Emp.	No. Accidents	Days Lost	Av. No. Emp.	No. Accidents	Days Lost	Av. No. Emp.
1917	155	3686	1216									
1918	122	2625	1249									
1919	123	3211	1266	No Records Available			No Records Available					
1920	124	1692	1439									
1921	110	2574	1208									
1922	129	1962	1303									
1923	133	3314	1397	14	907	200						
1924	131	2353	1481	13	214	201	20	130	85	164	2697	1767
1925	155	2534	1528	15	212	195	11	521	87	181	3267	1810
1926	101	3180	1542	7	104	175	12	85	91	120	3369	1808
1927	81	1802	1570	4	615	159	11	171	96	96	2588	1825
1928	35	933	1507	2	8	157	3	57	93	40	1098	1757
1929	26	2691	1508	7	169	146	7	224	95	40	3084	1749

Congratulations to Phillipsdale!

They have just been awarded the trophy in the miscellaneous industries group of the Providence Safety Council. They had the best accident record of any plant during January. Good work, fellows!

Never attempt to repair it or handle it. There are skilled electricians whose job it is to care for such needs.

Eye injuries. Don't ever let any amateur try to remove something from your eye. Loss of sight may easily be the result. Go *at once* to the Emergency Hospital or to a doctor.

Report *every* accident no matter how small to your foreman *immediately*. Have all cuts, burns and bruises properly dressed at the Emergency Hospital *promptly*. Return for treatment until your injuries are healed.

Never clean or adjust machinery in motion. To do so is to flirt with injury. The time you take to shut down and start up again is nothing compared to the time you might spend in a hospital.

The above is a brief outline of our 1929 accidents and some suggested remedies. Accidents don't just happen—they are caused. If every worker would each day resolve to work carefully and then follow up his resolution by keeping his wits always alert for possible hazards connected with his job, there would be but few accidents. Nearly all of our accidents were due to carelessness, thoughtlessness and poor judgment.

We have an excellent record behind us, but we can accomplish a further reduction if you will profit by the experience and suggestions given above.

Visitors at our Plants During March

East Walpole Plants

Mr. Reed, from New Orleans, and Mr. Peterson from Boston, both of the Flintkote Company.

Mr. Schoo of the General Fiber Box Company, Springfield, Mass.

Mr. Ludeking and Mr. Wills of Certainteed Company. Mass.

Mr. B. F. Roberts of the Chicago Plant.

Chicago Mill and Office

Mr. Graf of Retail Lumber & Supply Co., Shawano, Wis.

Mr. G. F. Hall, our Michigan Salesman.

Mr. J. C. Wallace of the Fenton Lumber Co., Fenton, Mich.

AMERICANIZATION

SEVEN employees of Bird & Son received diplomas as graduates of the classes in Americanization at the graduation exercises held on Thursday, March 20th, at the Junior High Auditorium in Norwood. In all, thirty-five diplomas were presented.

Those from Bird & Son receiving diplomas were as follows: Joseph Adamonis of the Flooring Print Machines; Luigi Cicoloni, Roofing Stock Handling; John Covoski, Roofing Stock Handling; John Matera, Roofing Machines; Raffaele Poalucci, Solid Fibre; William Reardon, Millwright; and Mike Uzdavins, Cutting and Sorting, Main Mill.

Besides these graduates there are many Bird & Son workers, graduates from these classes in Americanization, who are now taking advanced classes in English, and there are also about fifteen others who are still taking the Americanization courses and who will graduate later.

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during the month, and of those who complete twenty or more years' service during April:

			Yrs.
John M. Smith	4- 9-1879	No. 2 Box Shop	51
Maurice A'Hearn	4- 1-1881	Retired	49
Frank Fisher	4- 3-1895	Safety Inspector	35
John J. Linnehan	4- 7-1897	Paper Mill	33
George Doderer	4-17-1897	Paper Mill	33
John Hale	4-11-1899	Paper Mill	31
Edward Bonner	4- 1-1900	Paper Mill	30
Kenneth McLennon	4- 9-1900	Paper Mill	30
George W. Towle, Jr.	4- 1-1901	Office	29
Michael Powers	4- 5-1901	Maintenance	29
Mary Sline	4-11-1901	Box Shop	29
Coleman Howe	4-21-1901	Paper Mill	29
Fred W. Shepard	4- 1-1902	Janitor	28
John Spillane	4- 9-1902	Paper Mill	28
Gustaf Johnson	4- 1-1903	Roofing Plant	27
Patrick Hessian	4- 4-1903	Maintenance	27
Halburton Dobbins	4-25-1903	Store Room	27
James Twedie	4- 9-1904	Retired	26
Joseph Sinkovitch	4-13-1908	Maintenance	22
Joseph Aukstolis	4-25-1908	Roofing Plant	22
Carlo Palazzi	4-12-1920	Flooring Plant	10
John Poulousky	4-12-1920	Paper Mill	10
Frank Larabee	4-12-1920	Main Office	10
John Wasilunas	4-12-1920	Box Shop	10
Elton Hamilton	4-14-1920	Flooring Plant	10
Edward Geraghty	4-14-1920	Roofing Plant	10
J. Harold McNeeley	4-20-1920	Maintenance	10
John O'Donnell	4-22-1920	Box Shop	10
J. W. O'Donnell	4-22-1920	Paper Mill	10
Robert Hood	4-23-1920	Maintenance	10
Mary L. Conton	4- 1-1925	Labor Bureau	5
Ralph Watson	4- 3-1925	Box Shop	5
Egido Capponi	4- 6-1925	Roofing Plant	5
Bernard Maini	4- 7-1925	Box Shop	5
Peter Flaherty	4- 9-1925	Box Shop	5
Michael Grugnale	4-14-1925	Roofing Plant	5
Everett Rockwood	4-15-1925	Flooring Plant	5
John McEndy	4-15-1925	Sales	5
Ralph Farris	4-21-1925	Box Shop	5
Thomas C. Dalton	4-21-1925	Box Shop	5
Cornelius Driscoll	4-23-1925	Paper Mill	5
Edward Hiller	4-27-1925	Roofing Plant	5
Alice Clem	4-27-1925	Main Office	5
Wladyska Karkota	4-27-1925	Roofing Plant	5
Tony Lasinski	4-29-1925	Box Shop	5
Ralph V. Thayer	4-30-1925	Paper Mill	5
	PHILLIPSDALE		
Anthony Oliver	4-18-1925		5
	CHICAGO ROOFING		
John W. Dexter	4- 8-1925		5
James Stanek	4- 8-1925		5
Ernest Jacobs	4-25-1925		5
	Chicago Sales Corporation		
Peter Senteff	4-24-1925		5

BIRD PRODUCTS

Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt American Twins Thick Butt NEPONSET Double Twins
American Double Twins Hex-Twins Lock-Butt Individuals
Super Twins (Thick Butt) Giant Individuals

BIRD Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Old Reliable Universal

BIRD Building Papers

NEPONSET Black Saturated and Coated American Economy
Refrigerator Insulating Paper Mulch

BIRD Wall Board

NEPONSET Board, Cream White American Board

BIRD Specialties

Asphalt Felt Paroid Built-up Roof BIRD Deadening Felt
Plastic Cement Roof Coating
BIRD Insulating Board Art-Bric Siding

Flooring Division

BIRD Rugs BIRD Floor Coverings BIRD Tile Flooring
BIRD Rug Border BIRD Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes
Flower Pot Covers

Special Paper Division

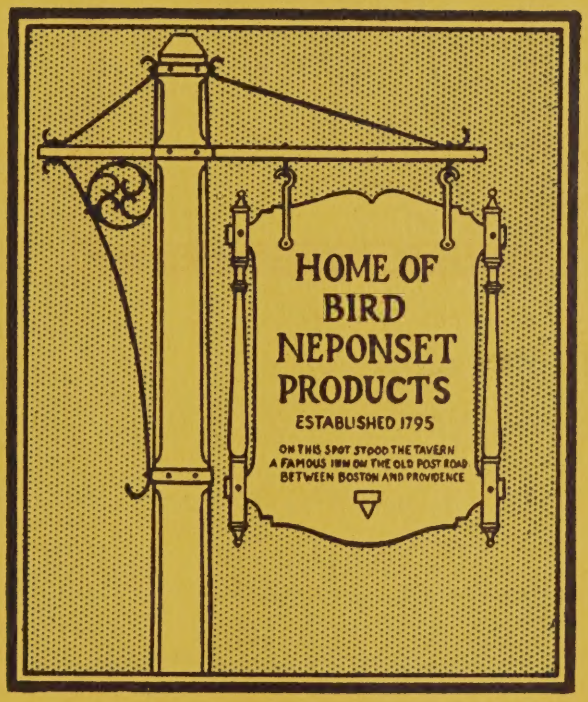
Standard Pressboard — Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes

BIRD & SON, inc. Established 1795 EAST WALPOLE, MASS.

{Complete List of Bird Products on Inside Back Cover}

BIRD'S Neponset REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole, Mass.



Floor Covering Quarterly

VOL. XVIII NO. 5 MAY 1930

Established 1795

BIRD & SON

(incorporated)

East Walpole, Massachusetts, U. S. A.

Paper Mills	Box Factories	Flooring Plant	Roofing Plant
East Walpole, Mass. Phillipsdale, R I.	East Walpole, Mass.	Norwood, Mass.	Norwood, Mass. Chicago, Ill.

Officers

President, Philip R. Allen
Vice-President, George R. Wyman
Vice-President, Elmer H. Bartlett
Sec. and Treas., Herbert H. Miller

Directors

Philip R. Allen
Elmer H. Bartlett
Charles S. Bird, Jr.
George D. Dutton
George C. Lee
John R. Macomber
Herbert H. Miller
Howland Twombly
George R. Wyman

SALES

Paper Sales Division

Vice-Pres. and Mgr.
E. H. Bartlett

Roofing Sales Division

Manager, P. H. Bailey
Eastern Mgr., W. E. Hale
Southern Mgr., A. D. Kilham

Box Sales Division

Manager, C. H. Andrews

EXECUTIVE

Asst. to Pres., R. C. Floyd
Treasurer, H. H. Miller
Asst. Treas. and Credits, D. E. Merrill
Asst. Treas., H. E. Davenport
Purchasing and Traffic, A. H. Russell
Assistant, M. J. Hawkins
Auditor, A. H. Anderson
Labor Bureau Manager, B. D. Rogers

Research

Director of Research, G. R. Wyman
Assistant, E. M. Lines
Chief Paper Div., E. L. Connolly
Chief Flooring Div., J. E. Graham
Chief Box Div., J. B. Maguire

MANUFACTURING

Vice-Pres. and Mfg. Mgr., G. R. Wyman
Asst. Mfg. Mgr., S. B. Montgomery
Plant Engineer, C. W. Conrad
Supt. Planning Div., P. N. Hills
Supt. Paper Div., S. W. Smith
Supt. Felt Div., T. G. Henderson
Supt. Flooring Div., R. M. Wight
Supt. Norwood Rfg. Div., E. L. Chamberlain
Supt. No. 1 Box Factory, R. L. Tupper
Supt. No. 2 Box Factory, S. W. Gladding

WESTERN ROOFING DIVISION

Manager, F. H. Hird

Sales Manager, W. W. Wilson
Manufacturing Manager, B. H. Roberts

Branch Offices

Boston, New York, Chicago

Warehouses

East Walpole, Mass., Norwood, Mass., Chicago, Everett Mass., Brockton, Mass.

FLOORING SALES DIVISION

Bird and Son Sales Corporation

President P. R. Allen
Vice-President and Sales Manager, H. E. Sawyer, Jr.
Sec. and Treas., H. H. Miller
Eastern Mgr., W. B. Rogers, Jr.
Western Mgr., R. W. Westcott

Branch Offices

Boston, New York, Chicago

Warehouses

Baltimore, Camden, Chicago, Cincinnati, Cleveland, Dallas, Davenport, Denver, Detroit, East Walpole, Grand Rapids, Los Angeles, Houston, Indianapolis, Kansas City, Memphis, Milwaukee, New Orleans, Oklahoma City, Pittsburgh, Richmond, Newark, San Francisco, St. Louis, St. Paul, Sioux City

BIRD'S NEPONSET REVIEW

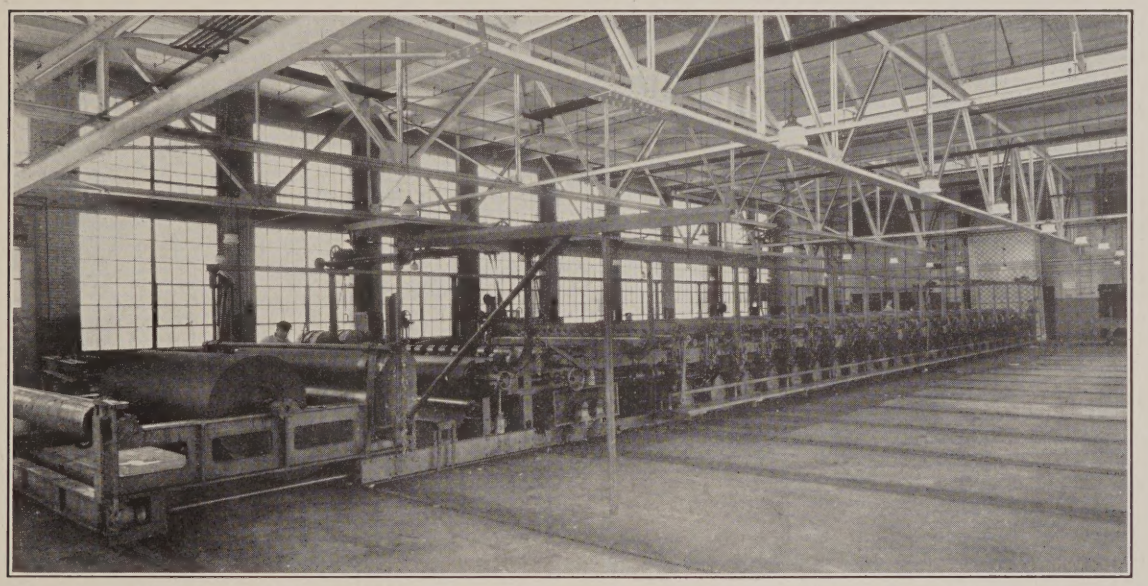
Vol. XVIII May 1930 No. 5

CONVERTING RAGS INTO RUGS

The Fascinating Process of Floor Covering Manufacture

TO change "rags" to "rugs" means the change of only one letter in spelling, but the way we do it is much more complicated and much more interesting. When you look at the mountainous piles of rags at Phillipsdale, it seems almost impossible to think that from those will eventually come the finished products of Bird Super-Grade and Neponset.

ment, artists have been busy drawing sketches of new patterns and then transferring each color of those patterns onto tracing paper from which the printing blocks can be cut into the proper shapes. For every color that appears on any Floor Covering, there must be at least one print block, since in the final printing, only one color is done at a time.



No. 4 Print Machine, one of the machines which makes the transformation from coated felt to printed floor-covering. At the far end of the picture, the completely printed felt is being fed into the ovens.

At the Phillipsdale plant the rags are changed from "raw" stock into felt on a fourdrinier paper machine which works much like one of our paper machines at East Walpole. The finished felt is shipped to our Roofing Plant at Norwood, and there given a thorough saturation in asphalt.

After the "asphalt bath," it finally comes to the mill where it will be transformed into Bird Floor Covering. The first step at the Flooring Plant is to apply two coats of undercoat—a preparation which seals in the asphalt saturation and provides a smooth surface on which to print the rug pattern.

While all this has been happening to the felt itself, several other parts of the plant have been busy preparing other materials which will be used in the printing of the felt. In the design depart-

The blocks themselves, before being cut into patterns are blank wooden blocks in which deep furrows have been cut, leaving thin parallel strips of board projecting beyond the base board. It is on these thin strips that the actual pattern is cut, using a different block for each color. This work is intricate and has to be done with the greatest of care and skill to make sure of perfect printing. Once the design has been chiseled out of the blocks, they are ready to go to the printing machines. By this time they look like huge rubber stamps of the pattern they are going to print.

During this same time, in another part of the plant the paint is being prepared. Linseed oil is bought raw and refined by a process known as

oil boiling, and is then mixed with the pigments by special formulas in the paint mixers. This too, is fussy work, since the paints must be of exact colors, of absolute smoothness, and of just the right consistency so that they will look their best when printed on the felt.

With all these processes complete, the original piece of felt, with which we started, is now ready for its actual transformation into Bird Floor Covering. In the print room it is passed over a flat bed printing press with from 14 to 24 frames. Each frame holds a block, from which is printed one of the colors in the pattern. The number of frames depends on the number of colors—although of course, for various reasons the same color may be used on more than one frame. Under each frame is a color pan with a color roll. Into this pan is put the paint, and the machine is so designed that the roll of color gives the blocks on the frame a generous, uniform measure of paint just before each printing. The felt moves along under these frames and color pans, and at just the proper time each frame comes down in turn to print its share of the pattern.

In printing rugs the process is even more complicated. Here there must be a double set of frames—one to print the body color and the side border, and another to print the end border which occurs at different intervals, depending on the size of the rug to be printed. All the frames are timed by a series of cams or wheels at the side. These notched wheels allow the frame to drop at just the proper time to print the correct pattern. The printing of a big rug is almost uncanny; the frames do the printing so very surely, always working exactly at the right time—even more perfect in their action than a trained group of men—for they never make a mistake, once they are set correctly.

Pouring the paint into the pans while the machine is in motion is almost as interesting a process to watch as the printing itself. The men who do this carry buckets full of paint, and at just the right moment pour the mixture into the pans. Of course, the pans remain stationary only a few seconds at a time, as they are constantly passing back and forth under the blocks. This means that only a small amount of paint can be poured at a time, and that the pourer must stop at just the right time, or he will spill paint on the floor-covering beneath, spoiling several feet of rug.

From the print machines the rugs are fed into the ovens onto flat racks about 200 feet long,

Tons of Rags, waiting to be made into felt at Phillipsdale. Sooner or later these will all emerge as Bird Felt and be shipped to Norwood for further processes of manufacture.

Cutting patterns on the blocks. This is intricate and delicate work, and requires the greatest skill and accuracy to assure perfect patterns

where they are baked under high temperature for one week. Then they are pulled out, and run through the waxers which put on the patented waxed back, a special feature of Bird Rugs and Floor Covering. This hardens instantly, and the rugs feed right from these waxers to the long inspection tables where they are carefully inspected, trimmed and cut into the desired lengths, and rolled and wrapped.

Rug Border, made in imitation of hard wood, has a slightly different process. The wood grain design is printed upon the undercoat with a quick drying ink. Then the waxed back is applied, and from there the Rug Border goes to the varnishing machines which apply the varnish over the printed wood floor design. After the varnish application, it is baked, inspected, wrapped and seasoned like regular Floor-Covering.

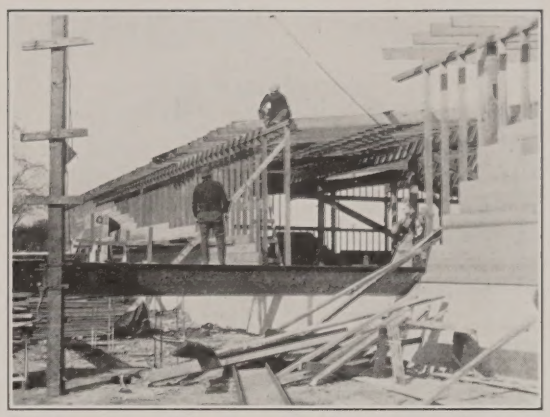
Such is what happens eventually to every rag that enters the yards at Phillipsdale. Such is the process which makes sure that every Bird Rug "defies water and wear."

A row of paint mixers. Given the right ingredients in the right amounts, these mixers will unfailingly turn out a paint that is just the right consistency to print evenly and wear well

Eastern--Western Sales Contest

AS this is written, the contest between the Eastern and Western Sales Divisions is in full swing. At the end of the third week, the Eastern Division is ahead by two points.

The contest is to run six weeks from March 31st to May 10th, and as each Division is divided into six groups, during the six weeks, every group in the Eastern Division will have a chance to compete with every group in the Western. The winning group is determined on a percentage basis. The percentage which the sales of each week during the contest bear to the 1929 sales in the same territory for the same period will give the individual standings. The individual standings in each group added together and divided by the number in the group will give the group percentage.



Work on the new Warehouse is still going on. Here's the latest picture.

In the cumulative Group Percentage Score at the end of the third week, Group 6 of the Western Division is first with 100.5%, and Group 1 of the Eastern Division second with 90.6%.

The highest ten in the cumulative individual scores are as follows:

Individual	Group No.	Division	Standing
S. G. Creden	No. 4	Western	265.9%
P. L. Agnew	No. 6	Western	227.5%
P. E. Vrooman	No. 6	Eastern	176.8%
C. W. Kincheloe	No. 5	Eastern	154.2%
C. A. Boiteau	No. 6	Western	118.9%
J. L. Cook	No. 5	Eastern	98.0%
H. B. Hunt	No. 1	Eastern	98.0%
A. L. Hayden	No. 1	Eastern	95.5%
W. F. Bagley	No. 2	Western	93.3%
J. R. Maraist	No. 1	Eastern	90.8%

The following prizes are to be awarded: $5.00 to each member of the winning groups each week; $20.00 to each member of the team of the winning Division at the end of the contest; $50.00 to each member of the group (irrespective of Division) which makes the best cumulative score compared with 1929 sales; $100.00 to the highest individual scorer in each Division.

Final results of this contest, which promises to be the most interesting yet, will appear in the June issue of the *Review*.

National Safety Broadcasts

BEGINNING Friday evening, April 25, a new series of National Safety Broadcasts over a wide hook-up will be presented. The opening talk is to be given by Professor Irving Fisher, and following that will be a series of noted speakers and popular playlets dealing with safety.

One of the programs will be presented each Friday night from 7.15 to 7.30. WJAR from Providence is to broadcast these. Be sure to tune in every Friday night at 7.15.

SUGGESTION PAGE

We Interview Phillipsdale

ABOUT a year ago, a reporter for the *Review* interviewed several suggestors at the Main Mill in order to get their point of view in regard to suggestions. No further opportunity presented itself for similar interviews until recently, when the same reporter took a trip to Phillipsdale

Left to right: William Livingston, Charles Anthony, and Helge Holter. Three men at Phillipsdale who have found the suggestion plan a help. We suspect that either the men or the camera must have been in a fog, judging from the results of the snap shot.

for the purpose of finding out why it was that the two most successful suggestors at that plant were now foremen.

Both of these men are now night foremen, and only one was on hand to be interviewed. This was William Livingston. From 1915 to 1926 he submitted 48 suggestions, 36 of which were accepted. Think of it—75% of the suggestions he submitted in those twelve years were accepted and put into effect! In addition, the special awards he won almost make it sound like a fairy story.

When the reporter talked with "Billy," as everyone calls him, he asked him if he felt that his efforts on suggestions had helped him in any way to the position he now holds. He replied that he thought it did, and he was confident that it was because he had kept his eyes open on his job that he was given the opportunity to act as night foreman.

He was asked whether his men talked suggestions with him, and he replied that some do and some do not. He felt that the reason there are not more really valuable suggestions is that the men are afraid their ideas will be considered absurd, and so they refrain from putting them in.

Helge Holter is the other night foreman at Phillipsdale. From 1915 to 1927 he put in 37 suggestions, 20 of which were accepted. This is 54%—an excellent showing. You'd think yourself pretty lucky if over half of your suggestions were accepted. Wouldn't you?

There must be something in this thought that putting in good suggestions helps you along the path of progress, when you consider these two excellent examples. It is a sure bet, anyway, that the man who has been putting in suggestions is in the management's mind, and is one to be considered when a question of promotion comes up.

Charles Anthony of Phillipsdale has also made a very good showing. He started in back in 1916, but left to go to war, and did not return to work for Bird & Son until recently. He has submitted 26 suggestions, 9 of which were accepted. This is about 35%—another very good showing.

When he was interviewed, he said that, when he sees things that do not look right and which might be improved, he puts in a suggestion. It does not bother him when his suggestions are turned down, although he naturally does not always agree with the committee—either on the suggestions of his own that they turn down or on some of others which are accepted. As he reads over the suggestion reports in the *Review*, he feels that it is more difficult to get a suggestion through from Phillipsdale than from the other plants, because of the size of the plant. He feels a satisfaction in having his suggestions accepted, and considers the suggestion plan an excellent one and of benefit to all who use it. He likes having a special investigator and believes he is a help to the suggestors.

Suggestion Awards

AT the meeting of the Suggestion Committee held on April 2, the following suggestions were accepted in the class representing savings in manufacturing costs, and given an award of Ten Dollars each:

Half Basket Paper Guard	Ruel Fulton, FBP
Reduce Number of Calipers on DMPM5	Horace Hart, Jr., FX1
Wearing Strip on FBPM2 Guides	Henry Smith, FBM
Screen Wire	L. R. Smith, FFN

The following suggestions were accepted in the class representing intangible value, and given an award of Five Dollars each:

Tools to Repair Breaks in Thickener Chain Drive	Charles Anthony, DPP
Raise Ductor Blade on FBPM1 Collar	Charles Chorlton, Jr., FBM
Vent Pipes on Silicate Tanks	Leonardo Ciancarelli, FXG
Change Broke Beater at DMPM2	Arthur Doderer, DMP
Call Board for Tractor Calls	Lester Evans, FFSM

Bracket for Felt Shower — Vincent Grudinsky, DMP
Make Step on 3rd Calender Stack Narrower — Vincent Grudinsky, DMP
Change Door to Women's Room on 2nd Floor of FX2 — Frank Hartig, SP
Manufacture Dictaphone Pieces 2-on — Ethel Karshis, FXF
Key to FX1 Machine Shop — James Maroney, DMZ
Shower on Rosin Size Emulsion Pipe Over Beaters — Frank Nyborn, PML
Clean Old Hand Fire Extinguishers — Frank Nyborn, PML
Bench at End of Folder Machine — Frank O'Neil, FXR
Extend Feeder Bar on Winder — James Trenholm, DMP
Protect Shives on Hoist — Albert Whitmore, FBV

To win the prize of ten dollars for five accepted suggestions is no longer an unusual honor for a man, but to Ethel Karshis of No. 1 Box Shop goes the distinction of being the first girl to win such a prize

The following were awarded Ten Dollars for having had five suggestions accepted:

Vincent Grudinsky, DMP
Ethel Karshis, FXF
James Maroney, DMZ
Frank Nyborn, PML

East Walpole Tennis Club

AT the first meeting of the year held April 18th in the Brigade Room, the East Walpole Tennis Club elected officers and made plans for the coming season.

M. Edgar Tarr was elected President, A. W. Smith, Secretary, and Frank Vietze, Treasurer. Frank Clem was appointed Chairman of the Tournament Committee, and serving with him on that committee are Ralph Kemp and Frank Reynolds.

Dues will be $2.00 a member, as in previous years, and matches will be started about the first of May, or as soon after that as the courts are ready. Tournaments are to be arranged, and there will be several matches with other clubs during the summer.

Schedules of tournaments will be announced in next month's *Review*.

There Is Both Rhyme and Reason to This Safety Story

At Bird & Son some years ago,
We started Safety working;
At first it didn't go so well,
Someone, somewhere, was shirking.

But as the months and years rolled by
And we kept up the campaigning,
The accidents began to drop
And Safety kept a'gaining.

There were those who said, "It can't be done,"
And, "Safety's all the bunk,"
"The Accident craft is much too strong,
"We're sure it can't be sunk."

At FB—that's the Roofing Mill—
They were far from being good,
They were as near the bottom as they could be,
Yes, that's just where they stood.

'Twas right then something happened,
We don't know how or what;
But Safety got a'going and pulled
FB from out the rut.

From the bottom to the top they went—
Up, up, with colors flying.
They went two years without a "lost,"
And they did it all by trying.

The other plants have come up, too,
They're fighting every minute;
The more they do in Safety work,
The more they see what's in it.

In '27 we made a score
That was (then) the lowest ever,
It was a great accomplishment,
And a crown for our endeavor.

It hardly seemed in '28, that,
We could do a great deal better,
Yet we cut the figure right in half,
And won another "letter."

Last year we did strive mightily
'28's figure to reduce,
But when the final reckoning was made,
It was found to be no better.

It hasn't been an easy road,
The scoffers still are crying,
And unsafe workers still exist
In spite of all our trying.

But every day in every way
The Safety army's growing
O'er the flags that fly—the battle cry—
Make this year the Safest on Record.

Visitors at our Plants During April

ONE group of visitors who came just to late to be included in the April issue of the *Review* was the North Shore Master Builder's Association whose members visited our plants on March 26th.

They inspected both the Floor Covering and the Roofing Plants. With this group were also representatives of the Dow Lumber Company

The North Shore Master Builder's Association, together with representatives from the Dow Lumber Company and the Waters and Brown Company, both of Salem, Massachusetts, who visited our plants on March 26th.

and the Waters and Brown Company. Both of these concerns are located in Salem, Massachusetts.

A picture of the group appears on this page.

Other visitors of the month included:

East Walpole, Mass.

Eighteen Seniors from University of Maine:

Mr. C. S. MacSkimming and Mr. Joseph Slutzker of the Barber Asphalt Company, Maurer, N. J.

Mr. A. E. Lacomble, Vice-President; Mr. F. H. Ralph, General Sales Manager; and Mr. M. E. Hart, General Manufacturing Manager, of the Flintkote Company.

Mr. L C. Rugen, General Manager Manufacture, of The Ruberoid Company.

Chicago Roofing Division

Mr. T. J. Brown, Ohio salesman.

Messrs. McCarthy & Porter, Malcor Roofing Co., Aurora, Illinois.

Mr. Smith, Plainfield Roofing Co., Plainfield, Ill.

Mr. Michaels, Judd Lumber Co., Dowagiac, Michigan.

Mr. Pulford, Knickerbocker Roofing Co., Chicago, Ill.

Mr. A. M. Dobbins, Western Michigan representative.

BIRD CLUB ENTERTAINMENT

A MAN who provided a whole evening of magician's tricks, and didn't once produce a rabbit, and four other men who sang many old favorite songs, were the entertainers on the "bill of fare" for Officer's Night of the Bird Club on April 22nd, and they provided one of the best entertainments of the season.

The Weber Quartette is too well known to need any comment. All four men have pleasing voices which blend well together, the songs they chose were varied, and they did a cracker-jack job at singing them. Judging by the applause, they were so well liked that they may be heard again at some future Bird Club entertainment.

Ray Hillier, the magician, had a large bag of tricks—some were up his sleeve, and some, nobody could tell where they came from. He seemed to have an endless supply of red silk handkerchiefs, and an uncanny faculty for making cards change places in sealed envelopes. Jimmy Sullivan, who assisted in this complicated card trick, still refuses to divulge how it was done—in fact, he says if it was a matter of life and death he'd be unable to tell just the same.

Miss Furber played the accompaniments for the quartette.

Following the entertainment which lasted until 9.30, the members adjourned to the Brigade Room where Holman served generous quantities of coffee and doughnuts and cake and ice cream.

Uncle Mose on Raw Paper Stocks

Atter a solonged pulmonary diclension from illiterary depravities for de pas' year or so, I has been bequested an' dared to turn de bright irridescent searchlight ob my magnolious sintellec' on de subjec' ob Raw Paper Stocks, an' repare a paper edifying and prescribin' de different kinds, so dat de layman kin tell tuther from which.

Sulphate—Dis am de result ob an alliance or collusion between a tree an' a boiler ob hot water and lime or sumthin'. It am slightly brunette in flavor.

Sulphite am a cousin ob Sulphate, only peroxide or henna am added to de homegenious concoction, and consequentially it am a blond.

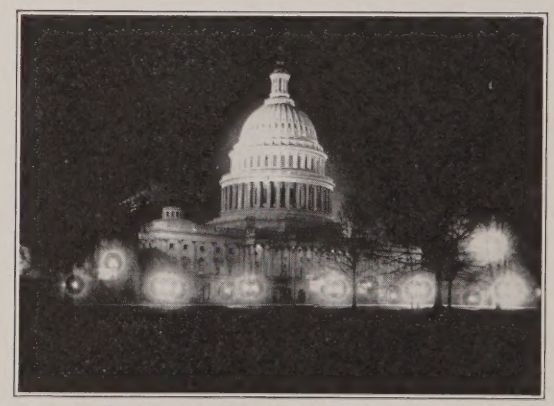
Shavings—Dis has nothin' at all to do wid a barber shop. It also am not de offspring ob de carpenter shop. An' it mos' circumspectly am not whut you-all whittles off ob pencils. It am whut am left after sheets ob paper are manicured and massaged on a paper cutter.

Wrappers—Dis am most perpendicularly not de W. K. (well known) Mother Hubbard variety. It am merely de obercoat on a roll of News print.

Dese am jist a few ob de Raw Paper Stocks used, an' dis disheartenin' thesis may or may not be perpetuationed at some future date.

Dat depen's on how de Editor am recovered.

H. L. B.



Capitol at Washington by night. A fine picture taken by Paul Kugel on his recent trip there.

WHOZIT

LIFE is real, life is earnest"—if you don't believe it, just take a glance at the Whozit this month. The man whom we know today isn't quite so serious-minded as this picture would imply.

He likes to make wheels go 'round and when some of the wheels don't go 'round right, it is his business to fix them. He has been doing this for ten years now, and has quite a reputation in his department.

Last March the "Scotch Lassie" was none other than Stuart Nickerson of the Flooring Shipping Department.

Departmental Baseball League

ONCE again Bird & Son is to have a Departmental Baseball League. The experiment was tried last year, and was so successful that it is to be repeated.

This year there will be four teams instead of six. This means a little shorter schedule, stronger teams, and prospects of a more interesting season. The teams are as follows: No. 1 Box Shop; No. 2 Box Shop (including men from No. 2 Box Shop, Finishing Mill and Office; Norwood (including men from Flooring, Roofing and Bird Club); Main Mill (men from the Main Mill, Engineering, and Stores).

William F. Geary of the Finishing Mill has been elected President of the League, and it has been voted to have the games played on Tuesday and Wednesday evenings at 6 p. m. on the new Athletic Field. The season will open on May 13th with a game between the Main Mill and the No. 2 Box Shop.

The complete schedule for the season is as follows:

Date	Home Team		Visitors
Tuesday, May 13	Main Mill	vs	No. 2 Box Shop
Wednesday, May 14	No. 1 Box Shop	vs.	Norwood
Tuesday, May 20	Main Mill	vs.	Norwood
Wednesday, May 21	No. 1 Box Shop	vs.	No. 2 Box Shop
Tuesday, May 27	No. 2 Box Shop	vs.	Norwood
Wednesday, May 28		Open	
Tuesday, June 3	No. 2 Box Shop	vs.	Main Mill
Wednesday, June 4	Norwood	vs.	No. 1 Box Shop
Tuesday, June 10	Main Mill	vs.	Norwood
Wednesday, June 11	No. 2 Box Shop	vs.	No. 1 Box Shop
Tuesday, June 17	Norwood	vs.	Main Mill
Wednesday, June 18		Open	
Tuesday, June 24		Open	
Wednesday, June 25	Norwood	vs.	No. 2 Box Shop
Tuesday, July 1	No. 1 Box Shop	vs.	Main Mill
Wednesday, July 2	No. 2 Box Shop	vs.	Norwood
Tuesday, July 8		Open	
Wednesday, July 9	Main Mill	vs.	No. 1 Box Shop
Tuesday, July 15	No. 1 Box Shop	vs.	No. 2 Box Shop
Wednesday, July 16		Open	
Tuesday, July 22	No. 2 Box Shop	vs.	Main Mill
Wednesday, July 23	Norwood	vs.	No. 1 Box Shop
Tuesday, July 29		Open	
Wednesday, July 30	No. 1 Box Shop	vs.	Main Mill

The Secretary Bird

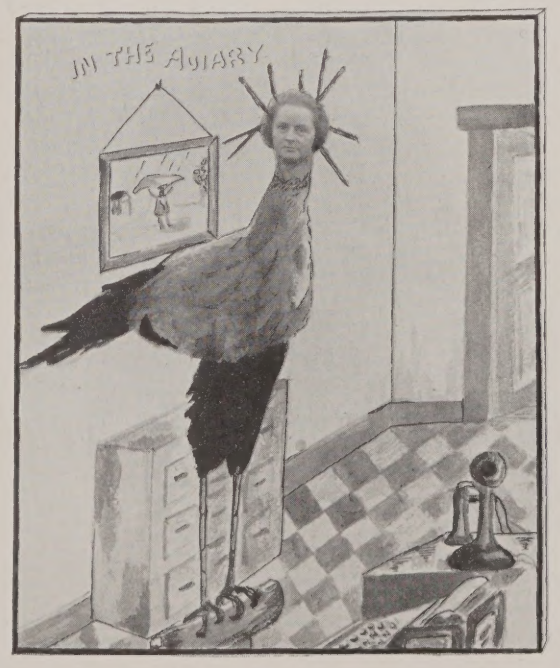
An efficient little body is our Secretary Bird,
And of this certain party you have all most surely heard.
She is busy every minute, and with pencils in her hair
Whenever she is wanted she is certain to be there.

Although she lives in Walpole, it's not so far away
For the miles are merely playthings for her little Chevrolet.
Her hobbies are her home and car; she has a garden, too;
No wonder she is happy—what more could anybody do?

The tapping of her typewriter, the ringing of her phone,
All signify the presence of a very busy zone,
But in her little office, surrounded by her files,
She never is too busy to pass around her smiles.

You've guessed her name is Gardner—her friends all call her May—
And that means everybody who meets her every day.
We're glad we know this birdie who, while not a native here,
Would cheer and make one happy 'most any time of year.

The Mocking Birds



BIRD'S NEPONSET REVIEW

Vol. XVIII. MAY 1930 No. 5

Published Monthly by the Employes of Bird & Son, inc.
In the Interests of the Company and Its Workers
For the Promotion of

Good Service Good Business
Good Will

MILLS: East Walpole and Norwood, Massachusetts; Phillipsdale, R. I.; Chicago, Ill.

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It is in general more profitable to reckon up our defects than to boast of our attainments. — Carlyle.

BEHIND THE WHEELS

TOO often we look upon those men who do the unusual, the spectacular. We see their achievements which stand out so prominently, and meanwhile we forget the many others who are really keeping things running smoothly and profitably.

As you read the article on the front page of this month's issue, remember that behind each of those processes of manufacture there are men, working conscientiously, seeing that each Bird Rug is being made as nearly perfect as possible.

Some of these men are among the most skilled workers in our plants. We are glad to recognize them here, and hope that those who read about the manufacture of Bird Floor Covering will realize that behind the cogs and wheels there are hundreds of faithful employees making sure that those cogs and wheels run smoothly.

UP

FOR general Run-down-ed-ness try the Tonic—"Up." The "Up" Tonic has actually saved this big world from going off to a Hospital.

Millions daily rise to sing its marvelous praises.

Get Up.

That is the first step. Stand Up. The more you test your own Strength, the more you will pat yourself on the back for having such Strength. Get Up—and stay Up.

Cheer Up.

The Best is always yet to come. Cheer Up. All you have to do is to go after the Best. And then, Cheer is so Magnetic. No matter where you work or where you go—you draw People and Fortune your way. Suppose the Cow did kick over the pail of Milk. There's more Cow and there's more Milk. Cheer Up!

Smile Up.

Smiles don't count when they hit the ground. Smile Up. When you face a day that seems knotted with kinks. Smile Up. There will be very few Kinks left. At every time and in every place—Smile Up. Make no exception. Smile Up.

Climb Up.

Be satisfied with nothing. Climb Up. Gather up carefully and patiently the threads of Toil and Experience that make up your completed day and use them as a Rope with which to pull yourself higher. Climb Up.

Lift Up.

If everybody were always Up and never Down, there would be no reason for this little talk. Somebody is always Down and somebody is always Up. You who are Up help the one who is Down. Lift Up. Then YOU will be HIGHER Up. —The Drop of Ink.

THRIFTY ANSWERS

Number Three

WHY OWN YOUR OWN HOME?

1. It helps you to save.
2. Is a good investment.
3. Gives you a better standing in the community.
4. Increases your interest in your community and nation.
5. Increases your self-respect.
6. Improves your credit.
7. Makes your family happier.
8. Improves your home life.

CAN YOU ANSWER THESE?

1. Is there an art to pouring paint? (See Page 2.)
2. How many teams will there be this year in the Bird & Son Departmental Baseball League? (See Page 7.)
3. Who is ahead in the East-West Sales Contest? (See Page 3.)
4. Can cards change places in sealed envelopes? (See Page 6 —or James Sullivan of the Mail Room.)
5. Who is broadcasting what on Friday evenings? (See Page 3.)

Floor Covering Dealers' Supplement

BIRD'S Neponset Review

A MESSAGE TO DEALERS OF BIRD FLOOR COVERING

VARIETY tripled since a year ago—that is what our new complete stock of Bird Floor-Coverings offers to Dealers in 1930.

With the addition last fall of Bird Tile to the line, and with the more recent addition of Bird Super-Grade, Bird Floor Coverings are keeping their place in the front line.

Bird Super-Grade, developed during the year by our Research Laboratories, is just what its name implies—a product of super-quality. A new paint has been perfected which greatly increases the wearing quality. This new paint is used exclusively on Super-Grade. It has unusual soap resisting qualities.

Super-Grade is ideal from the dealer's point of view. It gives him the opportunity to offer the housewife the very thing she wants most—an inexpensive floor-covering that will give fifty per cent more wear than other printed floor-coverings. The extra wear is in the paint itself, and not just a surface coating.

Bird Tile is a composition tile, created in our own laboratories after three and a half years of experiment. It is made in a variety of sizes and colors.

In exhaustive experimental tests, conducted under the supervision of Professor H. W. Hayward of the Massachusetts Institute of Technology, Bird Tile was tested with rubber and linoleum, and its rating was extremely high. These tests covered everything to which the Tile might be subjected in actual use, and out of sixteen tests made, Bird Tile maintained first place in eleven and second place in the other five. In every way Bird Tile has proved itself an ideal flooring.

Bird Neponset is as popular as ever. The new patterns and colorings have met with favor as can be plainly seen from sales figures.

The combination of patterns in both Super-Grade and Neponset mean for the dealer a finer, more attractive line than ever. Every pattern is modern, every one is pleasing.

In the following pages you will find these new products illustrated, some of the new patterns exhibited, and considerable space devoted to the many dealer helps and other advertising services which Bird & Son is prepared to offer its dealers. In order that you may know how other dealers like yourselves regard the Bird line, we have also included several testimonials and pictures of various displays used by Bird dealers.

We trust that some of these will be helpful to you in suggesting new and profitable methods of merchandising. All our sales promotional services are yours for the asking, and it is our hope that you will find them of use in increasing your sales of Bird merchandise.

For your window, or your rolls of rugs, these window streamers are ideal. They are gummed on both sides, and are 12" x 48" in size. The patterns are reproduced in natural colors. There is one for Super-Grade and one for Neponset

The display of E. E. Bickford and Company of Hingham, Massachusetts, where the combination display of the faucet and the water wheel attracted much attention. This was used in connection with an Exposition run by the Chamber of Commerce of Hingham

PROSPECTS FOR 1930

WHILE sales of our floor covering products for the first quarter of this year were disappointing, there has been a decided improvement since March 1. April sales are running well up to last year's figures.

We have been particularly pleased with the way the trade in general has received our Super-Grade products. Merchants were quick to realize the opportunity for them to get outside of competition with these new items and have been "cashing in" because of uniformly satisfactory resale prices.

We believe that the balance of the year will show much greater activity in the floor covering end of our business. All indications point to low stocks. We are, therefore, confident that any ground which was lost during the first quarter will be more than made up before the year is out.

Pattern Books and Wall Charts Invaluable to Dealers

HAVE you received your Wall Charts and Pattern Books? The charts show the complete set of Neponset and Super-Grade rugs, in their natural colors. Under each pattern is the pattern number, to induce the buyer to order by number.

No dealer should be without one of the pattern books. Here agan the complete lines of both Neponset and Super-Grade are illustrated by reproductions large enough to give the exact idea of the full pattern.

In addition, these pattern books contain the shipping weights, instructions for the care of Floor Covering, Code Words, and Room Measurements. No dealer should be without one of these books. Write today for yours.

What Users ot Consumers' Letters Say

MR. N. F. NUGENT of the Nugent Furniture Company, Lawrence, Mass., gives this testimony as to the effectiveness of our "Direct Mail" advertising. We quote from his letter:

"Naturally you will be interested to learn of the splendid results we are having from the 'Direct to Consumer' letters you have printed up and mailed to our prospective customers in Lawrence and vicinity. Personally, we are of the opinion that nothing has done as much to increase our sales on Bird Neponset and Super-Grade rugs and floor-coverings as this particular method of advertising."

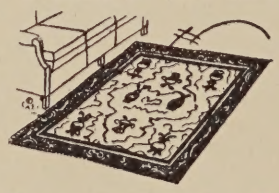
And here is another from the James Ellis Company of Boston, Mass.:

"We wish to inform you of the good results obtained by your letter-fold of which we sent out five thousand copies. The response was immediate and sales beyond our expectations, both on rugs and yard goods.

"We consider it a good advertising medium and would be pleased to run it again in the near future."

"Sho,' Sho," as Andy Says, We've Lines of 9x12 Size

FELT BASE RUGS



To Sell Even As Low As

$4.50 Each

They are as good as you can hope to buy at the price. But we don't recommend them.

What we do recommend, however, and can

Guarantee to Wear Twice as Long

—as any other Felt Base Rug made, are—

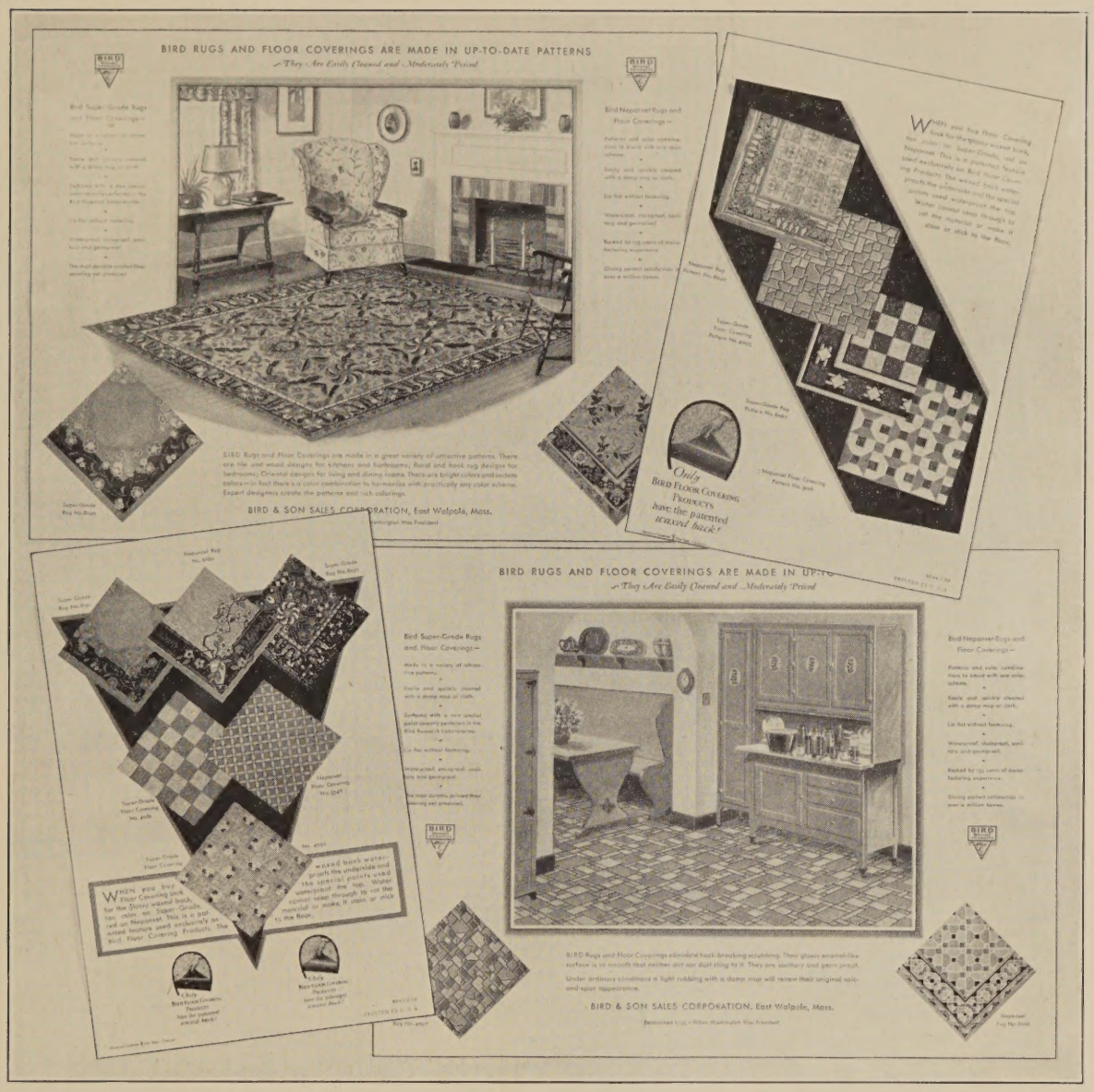
BIRD SUPER-GRADE FELT BASE RUGS

Pretty Patterns are shown in the 9x12 size Special at $13.95

For Kitchen, Dining Room, Bedroom, they will give you Longer Service than any equal Rug investment.

Here is a newspaper advertisement which appeared in a local paper in Wheeling, West Virginia, letting the public know that the George M. Snook Company thought Super-Grade was worth more

NEW CONSUMER LETTERS PROVING THEIR WORTH



AGAIN we offer to our dealers the Consumer Letter Service which has proved so successful a means of calling attention to your stock of Neponset goods, or for advertising a special sale.

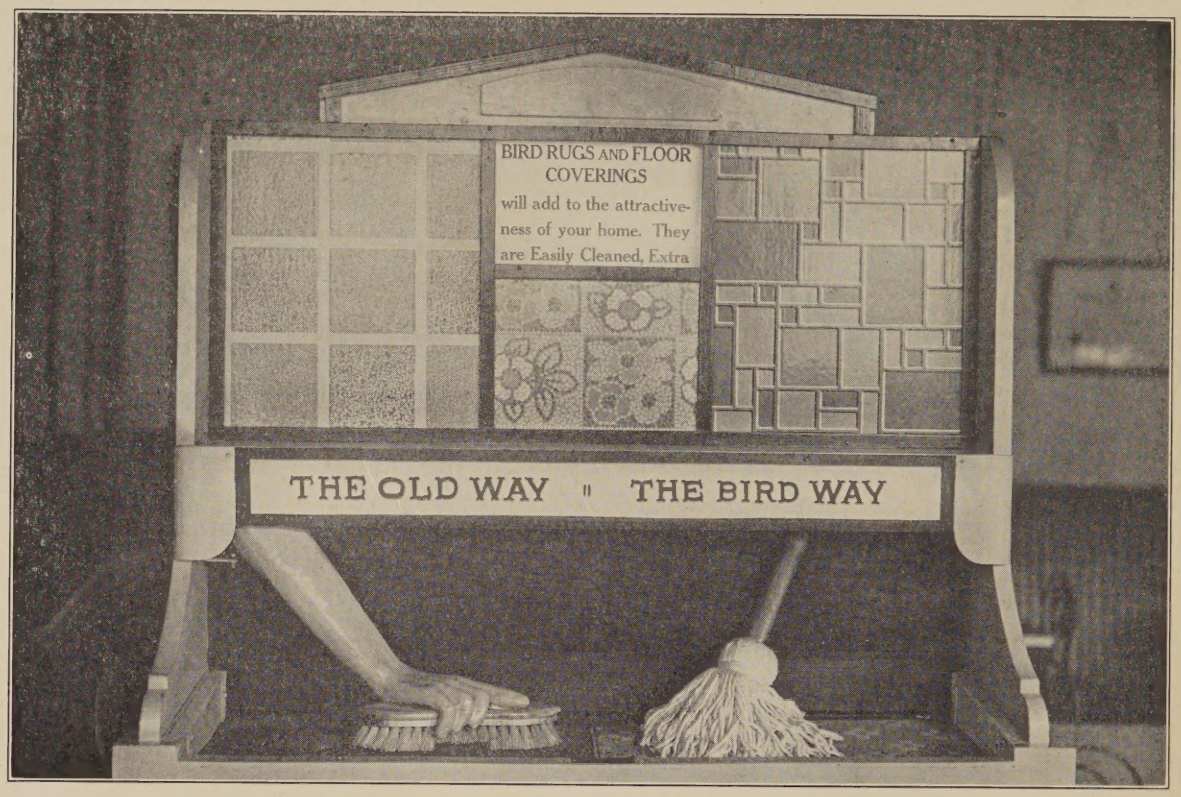
Many dealers hesitate to use the direct mail service, although they know its value, because of its expense. For your convenience, we have had a large quantity of four-page consumer letters printed, and these we offer you free of charge. There are two attractive letters to choose from —one showing a bright, cheery living room with a new super-grade pattern, and the other a "spic-and-span" kitchen and breakfast nook with a harmonizing grey and blue Floor Covering.

The entire front page of each letter has been left blank for your use, so that more than ever the letter appears to come directly from you. We have several different "form messages," one featuring Neponset, one Super-Grade, and one, both combined, which you may use, or of course, you may put in copy of your own.

We will send these letters to your customers and prospective customers. Just send in a mailing list, and all of the details will be taken care of by us. Remember—the better the list, the better the results. All you pay is the postage.

Reproductions of both letters, which are in colors in the original, are shown above.

SOME NEW 1930 WINDOW DISPLAYS



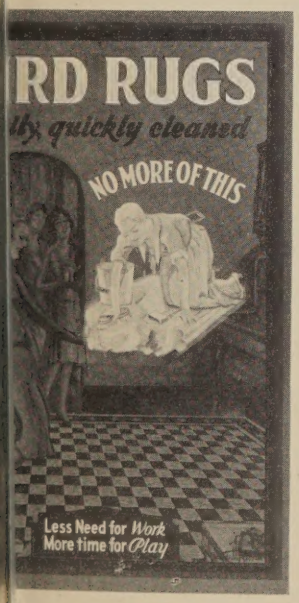
A flasher display of big sales value. As the light flashes on, the picture of the woman with the scrub-brush shows up. Without the light, the rest of the picture explains as words cannot do, the beauty of Bird Floors and the ease with which they are kept like new

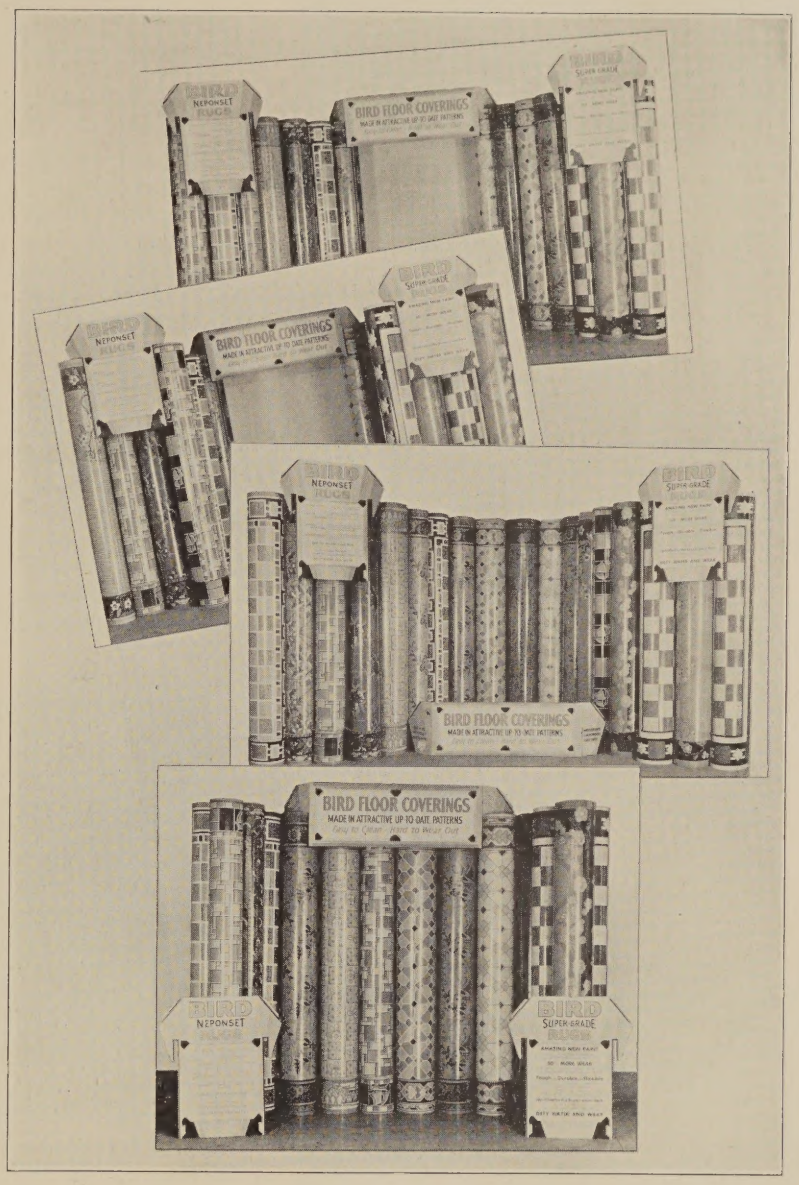
HAT WILL INCREASE SALES FOR YOU

e Left—One of the most effective of the new ays. Nobody can over-rule the argument that op is easier to use than the scrub-brush—and trengthens that argument. Under the display pan from which water is fed over the wooden where the brush is scrubbing. If a little soap ded to the water, the effect is most realistic. the scrub-brush moves it gives the appearance d work, and in contrast the mop moves easily.

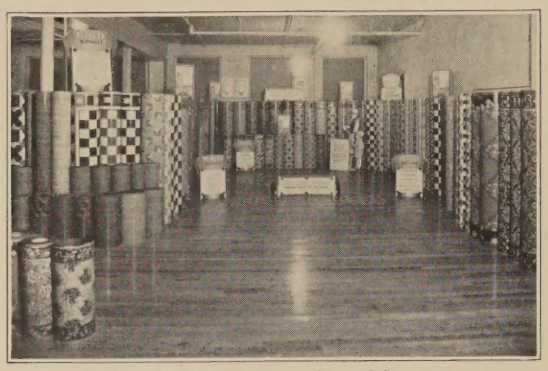
ll these displays available.

sk the salesman in your territory.





The three new posters which are full of color and full of information. The picture shows four ways in which they may be displayed. Notice the doorway effect in the first two pictures, made by the long card. Each card is provided with an easel back, a back strip and side notches. This means they can be stood alone, or suspended from either one or two rolls of rugs



The P. B. Magrane Store, Inc. of Lynn, Mass.

THE P.B. MAGRANE STORE INC.

"OVER FIFTY YEARS OF PUBLIC CONFIDENCE"

PHONE BREAKERS 180 — 133-153 MARKET STREET — ESTABLISHED 1876

LYNN, MASS.

April 11th 1930

Bird & Sons Sales Corp.
East Walpole, Mass.

Gentlemen:

Under separate cover we are sending you a photograph of that portion of our Linoleum Department which is devoted to Bird Neponset and Super-Grade Merchandise.

Please note the rather liberal use of the Flashers and Departmental Cut-Out Displays you recently sent us. We have found these of great dress-up and color value, both in the department and in our Show Windows. The Flashers have the added value of motion, which invariably attracts the customer's attention. Both of these Sales Helps present a forceful though concise sales appeal.

As you know, we have featured your lines for eighteen years and have always found them very profitable. The strongest proof of this is that we are still featuring them.

We find that this year, which many of our competitors are terming an off year, we have used 67% more of your merchandise than during the same period of any previous year.

On our recent 54th Anniversary Sale we doubled our best figures of any previous Neponset Sale.

Very truly yours

The P.B. Magrane Store Inc.,

Charles E. Magrane

Bird Tile Flooring blends in perfectly with the Marble Tile in use on the counter and wainscoting of Glenn's Pharmacy at 3107 Woodward Avenue, Detroit, Michigan. Permanent beauty and service are assured on this floor which will undoubtedly have plenty of hard use

Many Dealers Finding Window Displays Profitable

IT is always interesting to compare your results in window displays with those of other dealers. Here are a few letters we have received telling of successful window advertising with one or another of the new displays.

Atherton Furniture Company
Brockton, Mass.

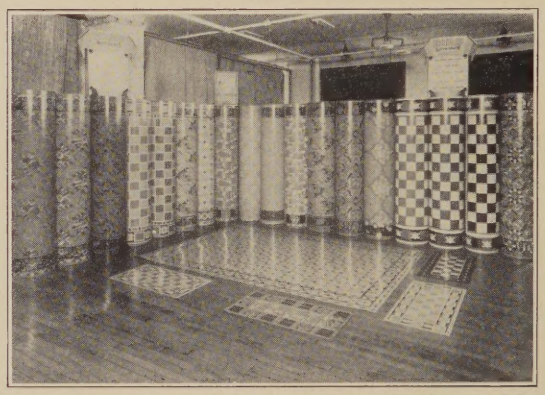
"We wish to take this opportunity to express our appreciation for the assistance your salesman has given us in arranging the window display for Neponset Week.

This display attracted a great deal of attention and stimulated our sales in both Super-Grade and regular Neponset."

J. C. McLean & Son Company
Somerville, Mass.

"This is to certify that we have been very much pleased with the Bird window displays. The public has taken notice of them, too, . . . especially the last one, the scrubbing test. This one emphasized an outstanding feature of the advantages of felt base floor covering.

"We hope in the future that Bird & Son will continue this work, because it not only benefits the dealer, but the manufacturer. They are surely original."



Sales Room of Houghton & Dutton Company, Boston, Mass.

Callender, McAuslan & Troup Co.
Providence, R. I.

"We are enclosing a photograph of our Neponset display in our linoleum department. You will observe that it includes roll goods, Super-Grade and Neponset Rugs.

"We have just received the 1930 display cards, which you will note appear in the picture. We have been handling these goods for several seasons and find them most profitable."

J. F. Walker & Company
Knoxville, Tennessee

"We want to take this occasion to thank you for the display which we used last week in our window. This mop display carries a definite story along with its beautiful patterns, both of Super-Grade and Bird Neponset, which we take great pride in selling. Our display and sale last week was a success."

Leath and Company
Eau Claire, Wisconsin

"We wish to thank you very much for the use of your display, and I am sure it has helped and will continue to help the floor covering business.

"It caused a lot of attraction and brought many people into our lobby.

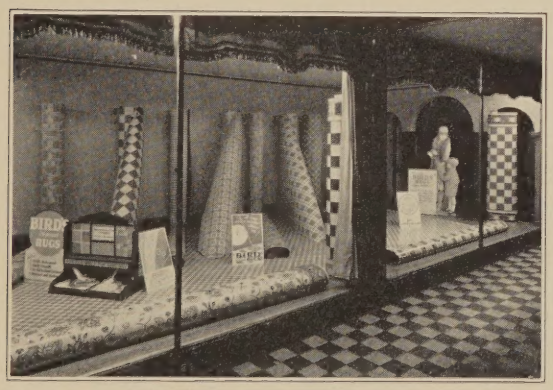
"At any other time when you have such a display, let me know about it, so we can consider using it in our windows."

Dickinson Brothers
Huntington, West Virginia

"We received a shipment of your Super-Grade Floor Covering, and made an attractive window display.

"Up to the present time we have done excellently with this, and feel as the Spring Season opens up, it will increase our floor covering business.

"Your patterns are very attractive, and we receive many favorable comments on them."

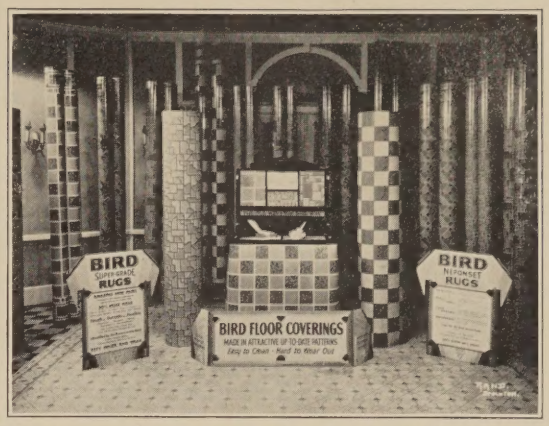


Bird Rugs and Floor-Coverings displayed at futuristic angles, and the use of the mop display and colorful posters made this window display by J. S. Walker and Company, Knoxville, Tennessee, a great success

NEWSPAPER ADVERTISING

WHEN you are about to have a sale, or wish to do a bit of newspaper advertising on felt base floorings, remember that we have a whole set of cuts and copy available for you and suited to your particular case.

Each cut tells a story and illustrates a new Bird pattern as well. Write in for proofs.



A fine picture of the recent display at Atherton Furniture Company, Brockton, Mass., during their "Neponset week." Sales were good, they tell us, in a letter which we quote elsewhere

ALWAYS SOLD BIRD PRODUCTS

THE Concord Furniture Company of Milwaukee, which first started two years ago, has always carried Bird goods exclusively and is more than pleased with the success it has had. This store carries the full line of Rugs and Floor-Coverings and was one of the first to retail the new product—Super-Grade.

Here is what they say of Bird Merchandise:

"As we near the completion of our second successful year in business we want to thank you for helping us make that success.

"We have been carrying a complete line of your rugs ever since we opened in April, 1928, and I believe that, considering the size of our store, and the length of time we have been in business, we have sold more felt base rugs than any other store in the country, and I also believe that this is due to the fact that we have concentrated on one line, and that line—Bird's.

"All this, we will readily agree would be impossible unless we had a good product, and the full cooperation of the manufacturer. We feel that we have a good product, and we found a wonderful quality of cooperation from the Chicago office, and especially from the man in our district, Mr. Jakel."

A corner of the Rug department in the Callender McAuslan & Troop Company, Providence, R. I., otherwise known as the Boston Store. Two of the new display cards have been used to tell the Bird Story

BIRD QUALITY PAYS

HERE is the story of one dealer who has found from experience that quality products sell better and mean more profit to the dealer who carries them. The Progress Store Company of St. Louis, Mo., has carried on a department store business for years, but only recently have they taken on the Bird line. They found—but we'll let them tell the story in their own words. This letter was written by the manager of their flooring department.

"Our store is a typical neighborhood department store, catering to people of fair means.

"For years we sold rugs at prices as low as mail-order and chain store competition. These rugs were "bargains" to us and we passed the "bargain" along to our customers. At the end of the year we found we had done a big business, made very little, if any, profit and had plenty of grief and adjustments to make on many of our transactions with customers.

"About two years ago we became convinced that our trade would gladly pay for QUALITY merchandise, and set about to give your products a fair test. The result is, we are doing more business in our flooring department than ever, and in these two years we have had to adjust but two complaints, and better still, we made the department show a good profit.

"We sell your products at the suggested resale prices and have no difficulty offsetting our competitors with their so-called 'Bargains'."

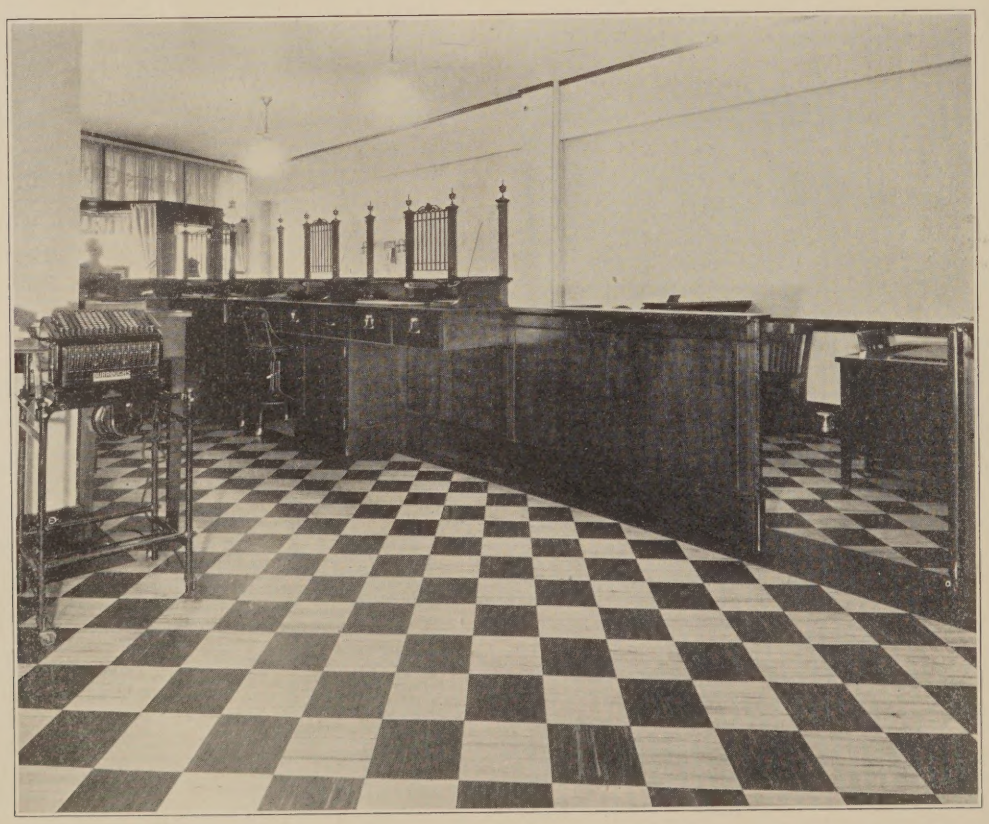
"With us BIRD and QUALITY are SYNONYMOUS."

BOSTON BARBER SHOP ENDORSES BIRD TILE

LAST fall the barber shop of Nick Calandrello at 40 Broad Street, Boston, was laid with Bird Tile. Just recently we received this letter from Mr. Calandrello which tells its own story:

"Some time ago I had my barber shop at 40 Broad Street covered with Bird Tile, and am writing to tell you how pleased I am with this floor. It has all the qualities claimed for it by your representative.

"Besides being a very practical floor covering it is most attractive."



Lamson Floors Company of Cleveland installed this new Bird Tile Floor in the Morris Plan Bank at Lorain and West 117th Streets, Cleveland, Ohio. This bank can be assured of a floor of extra long service, noiseless, and of permanent beauty

LIBRARY NOTES

"Somewhere what you need is waiting for you in a book."
George MacDonald.

IT is sometimes a task and a disappointment for libraries to supply the many requests for new books when there are so many good books on the shelves which have not been widely circulated. If a topic of the day on public questions is being studied, how much can be found bearing upon it in the field of biography, history and travel in books no longer considered among the newer ones, but ones which have endured from their own merit.

It is our privilege to have a fair share of good reading both old and new. Among our new books are:

In a recent book, "New Russia," Dorothy Thompson has compiled her newspaper articles as correspondent from Soviet Russia in recent years, to make a very instructive description of the great problems which confront Russia of the present day. It is as exciting as a story, and valuable as the study of a nation in its struggle for an experiment in government, and the establishment of Foreign Trade.

"My Six Years with the Black Watch" by John Gordon, who from 1881 to 1887 served with this company in its memorable campaign in Egypt and the Soudan. We quote an extract from the preface by the author: "The record of a man's army life, his thoughts with those of his comrades at the time, his convictions more than forty years afterwards, may constitute one small stone to help fill an inconspicuous chink in the foundation now being laid, for the erection of a structure of permanent peace for mankind."

"Trails of the Hunted," by James L. Clark, a naturalist whose record of thrilling adventures in many lands in search of specimens of wild animals, and his encounters with the savage tribes of central Asia, forms a thrilling tale.

GARDEN NOTE

The Massachusetts Agricultural College has sent to our Library a number of pamphlets on spraying fruit trees and grape vines. If your gardens are troubled by pests, it will pay you to follow some of the methods described for their extermination.

A few pamphlets in the interest of the poultry raiser were also included.

HEALTH NOTES

ILLNESS DUE TO HOUSE HIBERNATION

MANY persons throughout the Winter have been very shy of fresh air. With an almost fanatical affection for superheated and poorly ventilated rooms, they have practically turned their backs upon the great outdoors.

Unquestionably, bodily resistance and tone have consequently suffered. Which, perhaps, is one of the reasons for the existence of that more or less general seasonal complaint commonly called Spring fever as well as the prevalence of Spring colds.

However, whether or not one noticeably suffers from lassitude at this time of the year, the fact remains that making the most of one's opportunities out in the balmy outdoors of the temperate months is one of the best health policies that can possibly be adopted. It pays amazing dividends.

It may be trite to remark that many of the real blessings of humanity are free, and most certainly this applies strikingly to outside air. Nevertheless, despite this fact, or perhaps because of it, thousands of persons consider it to be of no value.

Thus they persist in the consistent policy of paying entrance fees to auditoriums where fresh air is measurably lacking, or, under the caption of "Social Activities," continue nightly to hug a bridge table, seek the dance hall, keep their noses in books or their ears too receptive to the radio's siren call.

Of course indoor amusements, both of the commercial and the social types, have a reasonable and entirely logical claim upon one's time and interest. It is only with the excessive employment of these diverting devices with which we have a just quarrel.

Indeed one is not required to become antisocial or to forego the wonderful recreations that present-day science and ingenuity have developed, in order to practice the daily habit of obtaining physical benefit from the outside atmosphere. A little curtailment in present habits may be necessary, but the main factor is a slight readjustment in the budgeting of time to permit a vigorous walk, a long stroll, or regular contact by other means with the great outdoors.

It follows that the indoor man or woman who deliberately and constantly refuses to fill the lungs with the invigorating health-giving tonic of the open is doing the body a rank injustice from which he or she will sooner or later suffer if the practice is not revoked.

It must be realized that fresh air is one of the body's basic necessities and no amount of luxury, excitement or artificial pleasure can safely be substituted for it. Therefore, get the fresh air habit if you lack it. In this way only will you be able to experience the real and vital joy of being as fully alive as you were intended to be.

U. S. Daily.

CORRECTION

In the March issue of the Neponset *Review* a picture of a recent exhibit at the Vinson Furniture Company, Meridan, Mississippi was printed. Through an error their address was made to read, "Meridan, Mass." Meridan, Mississippi is the correct address.

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff *Sabina Cstello* *Alice Fales*
Alice Clem *Gladys Noddin* *Beatrice Severance*
Ida Milesky *Eva Knoll* *John Andrews*
Elizabeth Lawson

On April 1st our well-known correspondent, Reid Appleby, called a number on the telephone which he believed to be that of one of our large floor covering jobbers and started laboriously trying to tell him this and that about floor covering. During a spell when Reid stopped for breath, the voice on the other end of the wire said, "What are you trying to sell me?" "Floor Covering," said Reid. "This is a Meat Market!" and bang

Members of the Americanization Class at Norwood and some of their friends, who took a trip to Washington last month. In the group are six Bird & Son employees: Carlo Salvatorelli, Berta Kugel, Eleanor Morse, Paul Kugel, Arnold Schaier and Luigi Cicolani.

went the receiver. Reid is not sure yet who the April Fool was.

One of our wide-awake floor covering salesmen must have had a pretty tough week-end a while ago because we received an order from him which, instead of having the dealer's name on it, was made out as sold to Bird & Son Sales Corporation.

Mr. Sawyer, when shown the order, suggested that we return it to the salesman with a warning to him that he be more careful in the future to check up on the credit rating of the accounts whose business he was soliciting.

M. L. Corcoran has resigned her position in Purchasing Department to take up housekeeping duties. On April 28th she became the bride of Mr. W. Manning of Dedham. Best of good luck, Peg, for every happiness.

Robina Urquhart is very busy now that the foundations of her new home are laid. August, if the Builder gets busy, will see "Our Bena" join the ranks of Housewives.

Margaret Crane of the Mail Room has been transferred to Purchasing to undertake the work formerly done by Miss Corcoran.

We are glad to hear that Jim Kelly is progressing nicely and hope to have him back with us soon.

Kay Broderick is burning up the roads with a new Chrysler roadster which we think is pretty snappy.

Those who attended the Bridge party at the Wednesday Club recently reported a fine time, Mrs. Randall and Miss Arel were hostesses.

Now that Helen Curran is over the excitement of being a Bridesmaid we hope she will come down to earth again.

Reid Appleby drove to Skowhegan over the Holiday and we are wondering if they celebrated "Old Home Week" while he was there.

We were about to broadcast congratulations to the men of the Eastern Division on winning the first match of the Sales Contest but now that the Western Division turned the tables we will have to wait for further developments before starting to cheer.

James Mack journeyed to North Adams over the holiday, and John Andrews went to Maine.

We are glad to see Mr. H. H. Miller back from his trip South, looking like himself again. He visits the office occasionally.

Mrs. Ida O'Kane of the Stenographic Department left the employ of Bird & Son on April 15th to go housekeeping. The same evening a few of her friends gave her a farewell theatre party. They dined at the Lido-Venice and then enjoyed "Ladies of Leisure" at B. F. Keith's. A good time was had by all notwithstanding the fact that an art studio was visited with extraordinary results.

"Connie" Civale graduated with honors from Chandler Secretarial School and those present at the graduation exercises enjoyed hearing her essay on "The Glorification of Books" which was chosen as the best.

Ellen Gronroos left us to go housekeeping on April 5th.

We welcome Helen Makerewicz and Gladys Boulter to the Stenographic Department.

The Stenographic Department boasts two black-faced comediennes and tap dancers. Private lessons given—see Ruth Milliken and Peg Sheehan.

Dorothy McEleney has been transferred to the Billing Department.

Ruth Milliken is contemplating a visit on May 30th to her brother who is connected with the Boston Red Sox and is now located at Pittsfield. Who's the chauffeur, Ruth?

Ask Ed Hall where the three pieces of pie went at the last church luncheon. How'd you do it, Ed?

H. B. Lane writes as follows to the Editor: Please broadcast in the *Review* my heartiest thanks to all who wished me a speedy recovery during my recent illness. Trusting it won't be long now before you'll hear me holler "Bird Super-Grade Rugs and Yard Goods."

The girls of the Accounting Department gave Agnes Kelliher a farewell party on Thursday, April 10th, just before she left Bird & Son. The party was held at the Sharon Luncheonette.

Eleanor Morse very much enjoyed a special three-day excursion trip to Washington and Baltimore recently.

Robert Bowler and his wife spent a recent week end in Hyannis.

Members of the Box Sales Department welcome Anna White to their department.

We welcome two new correspondents to the Roofing Sales Department, Robert A. Beattie and Raymond Kunkel.

Arthur McCarthy is travelling in the New York territory formerly handled by M. F. Hewins.

The engagement of Douglas Johnston and Dorothy Daggett of Waterville, Maine, was announced at a recent dinner party held in Waterville.

Harold Murley is driving a new 1931 (?) Chevrolet. We understand it is an advanced sport model.

The Research Department seems quite lonesome with two of its members lost at once: Gareth Rouillard and Sidney Hall. Hall is now employed with the General Plastics Company, Buffalo.

Two of our young and kittenish floor covering salesmen got together in Buffalo for a week-end a short time ago and somehow or other got into the kind of mood wherein they thought they would like to hand the razzbury to an old and sedate member of the sales force in East Walpole. They sent him a telegram as follows:

"HAVE JUST ENCOUNTERED VERY THICK STORM OF OLD FASHIONS STOP WE ARE BRAVELY DEFYING WATER AND WEAR STOP WOULD YOU CONSIDER TRADING YOUR ESSEX FOR ONE SIZE NINE BY NINE PATTERN SIXTY

NINE TWENTY ONE NEPONSET USED FOR ONLY EIGHT MONTHS ON KITCHEN FLOOR WITH ONLY NINE CHILDREN IN FAMILY."

(Signed) The Neponset Twins.

We are wondering how Art LeBlanc and George Dobler felt when their proposition was answered by the following telegram sent them *collect:*

"SERIOUSLY CONSIDERING OFFER FOR TRADE ON ONE NINE BY NINE PATTERN SIXTY NINE TWENTY ONE USED NEPONSET RUG PROVIDED YOU WILL THROW IN FOLLOWING AS ADDED DETRACTION ONE WORN OUT FORD ONE CHEAP OLDSMOBILE BOTH I BELIEVE ERRONEOUSLY CLASSED AS AUTOMOBILES STOP WISH YOU A SAFE WEEKEND YOU MAY BE DEFYING WEAR BUT DOUBT ABOUT THE WATER."

Yes, Art is the proud owner of a Ford, and George's Oldsmobile is still new, so he thinks it's the only car on the market. We'll give you three guesses about the owner of the Essex.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran
Herbert L. Badger
Welthea Smith
Herman Nordstrom
John F. Burke
John H. Maguire
Mary Driscoll
John DeCosta

Tony Feeney and William Pouloskey went fishing recently and reported very good luck. The size of the cod they caught was "ee normous," according to Tony.

Lost—one pair of blue overalls. Finder please return to James O'Donnell.

Joe Thomas, another fisherman, also says that they are biting fine. He reports the catch of a 16-inch trout, and we believe him (?).

Peter Folan has a new Ford Truck. He says he thinks its too small.

William Pouloskey was stopped by an officer of the law in Boston recently without number plates on his car. Bill had the plates, but forgot to put them on. The officer asked Bill where he came from, and Bill replied "Norwood!" "Well," said the officer, "You know young fellow, if you stay in this country over 10 days you'll have to register your car. Now go ahead."

John Moylan and Officer Egan have gone into the nursery business. Anybody wanting a nice spruce tree should consult them. They will deliver and plant the tree, and they say there is a lot in knowing how to plant trees right.

Harold Doderer is sporting a new Chevrolet Sport Roadster. Louis Keddy likes it very much.

Vincent Grudinsky is worrying for fear his car will be taken off the highway as an obstruction to traffic. We advise him to sell while antiques are still popular.

Clarence Bergstrom is riding around in a classy Chrysler Coupe.

John Seastrand has begun the building of his new home on Washington St., Norwood.

We are glad to see Thomas Burns of the Inspecting Department back to work after his recent illness.

Clark and Donavan of No. 5 Machine are in the clam business. They prefer short necks.

William Quinn is planning a sun porch at his house on Pleasant St.

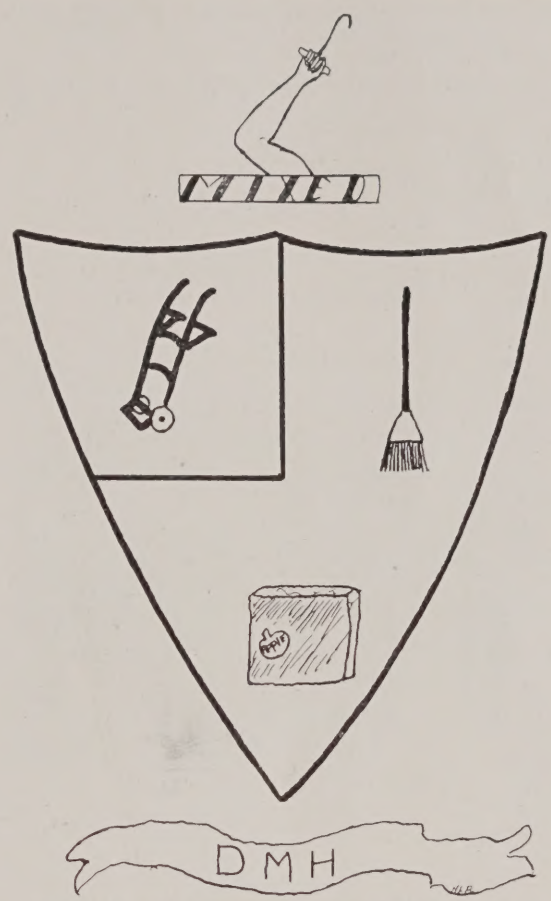
Ask Ralph Wilkins why he had his garage doors open the way they do.

The boys on the 11 to 7 shift play 45 a different way at the Brigade Room, and it might be profitable to those who play between 7 and 9 at night to drop in some evening and learn a few pointers.

"No thank you, I have all the magazines I want now," says Marshall Grant—and Patrick McNulty and Jack Burhoe agree with him.

Mike Kelly thinks a lot of his new Atwater Kent. "Just turn the button and get any station you want," he says.

Congratulations to Sam Dunn who now has a fireman's license.



The Stockhandlers Coat of Arms. A full description is given in the notes

In these days of swank, swagger and fourflushing, it might not be amiss for each department in the mill to have its own coat of arms. Stock Handlings emblem is shown in this issue.

We have the Flexed Forearm (male) with the Bale Hook, which is the badge of the stock handling profession, clenched firmly in the fist, rampant on a bar, on which is engrossed a mystical Latin word, standing for the bulk of stock handled in this department.

On the shield we have in the upper left hand corner, the Two Wheeled Hand Truck emblazoned. This is blocked apart, as you will note, to signify the method of transportation in common use in this department.

Opposite the two-wheeled hand truck, is shown the Broom. One of the common uses of the Broom is to sweep the platform.

In the lower half of the shield is shown the Plugibus Appleum. Without this, the worker in DMH would be in a sorry plight. It is not only soothing, but is a staple article of barter, when one finds himself out of Chawing.

And here's to Jack Burhoe, hoping to see him back soon fit as a fiddle.

Louis Bergstrom says Blue Hills is a poor place to park, at night without lights.

This time we hear of Rolly Johnson making a try as a ball player. All good dancers make good ball players.

Herman Nordstrom is thinking of covering his Ford with Sears, Roebuck Art Blend so his passengers won't get wet.

Joseph Knaus is now buying gas for an 8-cylinder Hudson—a dandy.

Charles Knaus has taken up a new line—moving buildings and building garages.

Michael McDonough ran out of gas at the mill gate recently. Mike always figures close.

Michael Cronin is getting his teeth pulled one at a time, so he can get acquainted with the dentist.

Herman Barker has a new Ford.

James Geary has been confined to his home with a bad cold.

Arthur Doderer is now doing landscape work at William Koehler's new home on High Plain Street.

Have you seen Louis Bergstrom's permanent wave?

A son was born to Mike Uzdavins on March 19th.

Carlo Salvatorelli was one of the group of 26 foreign born citizens from Norwood, who made a visit to Washington, D. C., the last part of March.

Cards have been received announcing the arrival in Italy of Angelo Auciello, who has a three months' leave of absence.

James W. O'Donnell has moved from Norwood to Plimpton St., Walpole.

Funny Face Contest. Won by Patrick O'Malley!—with honorable mention for all the rest. Left to right: Robert Orr, Andrew Walker, Patrick O'Malley, Michael Curran, Patrick Ruscetti

Engineering

John Maitland — *Sidney Stather*
Mario Boragine — *Walter Down*

Jack Smith is again the champion! He won the "straw hat" contest by appearing in his April 14th. We wish Tom Graney better luck next year.

Andrew Center and Sidney Stather have completed this year's Mechanical Drawing course at the Norwood Evening School. This is Stather's second year.

We are glad to see Ernest Alexander back after his recent illness.

Any persons wishing instruction in Design painting, see Win Schaier.

We welcome Paul Hunt, who is working in the Maintenance Storeroom for a while before being transferred to the Purchasing Department.

John Maguire has purchased a new Hudson.

Sidney Stather, Millwright Department, was surprised to learn that while he was at work one day recently somebody had attempted to steal his car from the garage at the Hermitage. The thieves weren't successful, even though they tried to carry away part of the garage too.

C. W. Conrad, Plant Engineer, has just invested in a New Ford.

Carl Osterlund has moved into his new home at 65 Hawthorne St., Norwood.

We extend our deepest sympathy to Thomas Foley, whose baby girl died on the 10th of April.

Phillipsdale, R. I., Mill

Rexford H. Salisbury — *John H. Nolan*
David S. Lowry — *Leslie E. Howard*

We were very sorry to hear of the death of Carl Rodriques, one of the men in our boiler room, recently, after a heart attack. His wife has been given a check from the insurance company amounting to $400. Carl had belonged to the Benefit Association a little over two years.

Leslie Howard, captain of our reel company, has been elected lieutenant of the Fire Eaters in Warren, Rhode Island.

Charlie Anthony has started reaping suggestion money again this year. His first accepted suggestion was for a tool to be used in repairing the thickener drive.

We welcome two new men this month, Lucien R. Alix and Raymond Kaveney, who are both working in our boiler room.

Bill Andrews has been appointed hoseman on Company 2 of the fire brigade.

The much talked about contest between the reel and day companies fell flat for when the appointed time arrived there was nothing left of either team but cripples. It looks as though they were afraid of each other.

John Davis, who was obliged to leave us because of ill health, is now with the Real Silk Company of Indianapolis, Indiana, and would be glad to supply you and your wife with any of their products.

Sam Gorelco left his lunch lying on the sidewalk while getting his car out of the garage and the incinerator collector gathered it in. The last we heard of Sammy he was rushing madly down the street trying to get his lunch back.

We are glad to see Henry Phelps back to work again after being out sick about a month.

Henry Gibb, known as Scotty, is not worrying very much about any slack time, for we understand that he will be able to take care of any expressing which you might have in the line of moving furniture or dumping ashes. We also understand that he will be willing to do this with his truck or with his Essex.

Joe Silva recently made a flying trip to Maine over the week end. He spent about twelve hours going 490 miles. We wonder what the attraction was.

The western cyclone which visited us on the evening of April 9 tried to take the roof from our two-car garage back to Kansas but the watchman caught it just in time. The cyclone also took a window here and there out of the mill.

Helge Holter spent a weekend seeing the sights in New York City. We are told that when he returned the backs of his collars were crushed in caused by his looking up so much.

Jimmy Cicerelli is now refusing to take candy from anyone in the shipping gang. He did oblige them around the first of April but never again!

John Barquist and Charlie Riley took a day off to go chicken hunting and arrived home with a pair of bantams.

Tixy Billings, after rolling 361 in the Providence Church League, managed to get 244 last week. We will hear no more from him about his bowling.

Manuel Perry has bought a Brunswick radio.

BOX FACTORIES
East Walpole, Mass.
No. 1 Box Shop

Edward Gronroos — *Charles H. Mutch* — *Ralph Watson*
Herbert Lewis — *Ralph Farris*

Marshall Lee has placed a fine assortment of flowering shrubs and evergreens around his home on Park Lane.

James Ginley attended one of the National Amateur Boxing Tournaments held in Boston not long ago. He reports impressive and interesting action among the aspirants for the National titles.

Angelo DiBattista has left Bird & Son and is employed by a contractor in West Roxbury.

Intending to see the world in ease and comfort during the summer, William Hall has purchased a New Ford.

A rare honor was given Paul Kugel recently. He had the privilege of speaking before an audience of Teachers of Americanization at Boston University on April 12th. "Schools in Germany, My Trip to America, and Studying the English

Language' were the subjects he talked on, and he received many compliments and much applause.

Harold Higgins and Orville Spinks made an Easter weekend trip to Springfield and Albany by automobile.

Jack O'Donnell has exchanged his old craft for a later edition of the Chevrolet.

We extend our sympathies to James Ginley and his family in the loss of his sister.

We welcome Virginia Mondean back into the Bird family. She is now in the Corrugated Department.

Arthur Colburn and family spent the Holiday at Brunswick, Maine.

Earl Boyden reports plenty of fog between here and Concord, N. H.

Edward Heaver spent the holiday in Framingham—and has n t bought a car yet.

Those of us who drive, sympathize with Bill Downing and John Zedrowski after learning that they drove into New Pond. We suggest that Bill equip his car with water wings.

James Blakeborough has been spending his week ends making ruts between here and Woodsville, N. H.

Samuel Franzes has traded the old Model T for a new one—Ford, of course.

Steve Riordan still complains of being too fat.

Robert Morse was recently the recipient of a very elaborate road map. We wonder why.

Joseph Keefe had the misfortune to be relieved of nine dollars by a pickpocket last month.

George Harland contemplates running a fishing party soon, and for those who do not or can not bother with a lunch, he will provide one of his special $3.00 luncheons at a reduced price.

Harry Tower spent a noon hour recently parked (?) in Norwood. Better get a Hup, Harry.

Many, including the pigeons, will regret the passing of Scotty Robertson's Packard.

We are glad to welcome Ludger St. Cyr to the No. 1 Box Shop.

John Locke has been observed looking over the diamond across the street and it is expected that the grizzled old manager will shortly issue the call for candidates for this year's Box Shop team. A stiff battle for the right field berth looms up between the elf-like Watson, veteran of last year's champs, and Hart, rookie outfielder from Wrentham.

Since his marriage, Walter McKenna has developed an extreme liking for Lemon pie—any excuse Walter?

Romeo Magliocca was married in Boston recently, and was presented with a Dutch clock by his fellow workers. His speech of acceptance was brief and to the point.

Henry Dowdie has taken up golf and spends his week ends on the links at Beverly.

John Cook also spends his weekends away from home—but it is not golf by any means which attracts him. Wedding bells soon, John?

No. 2 Box Shop

Edward Scanlon *Christine Sherer*
Catherine Brady *Anna Duffy*

Phyllis Polumbo has returned to work after being out sick with eye trouble.

Mr. and Mrs. John Clancy are the proud parents of a baby girl born last month.

Alvah Bridgham reports that good radio reception is almost over. We wonder what he'll do with all his spare time. Of course, later on he'll be at New Pond, but it's a little early for that yet.

Martha Dee is considering taking up horseback riding.

Minnie Sline and Mary Scanlon went to a dinner and show in Boston the last of April.

Alma Walsh is learning all about lumber these days—we should say nights.

Frank Meyer has exchanged his machine for a beautiful new Chrysler Sixty-Six. Some speed!

Anyone wanting some good recipes, just call on Julia Dolan. She knows.

Did you ever see Walter Hartig, dressed in his Sunday best, strutting around Norwood looking for a certain party?

Ethel Havey still gets weighed every week, but refuses to let anybody see the figures.

Every time Frances MacDavitt needs a refill for her compact, she just wishes, and lo! it is filled.

Frank Eisenhauer now owns a new Ford Roadster and he says he is going to make up for the quiet winter he has spent and is all ready to go places and do things.

There is something preying on Bill Doucette's mind these days. Three guesses!

Anna Duffy and her boy friend spent the weekend at her brother's home in Concord, N. H. They had a wonderful time—so wonderful that Anna had a hard time keeping awake on Monday.

We welcome Lawrence Hubbard, who has recently returned to work in the Shoe Cartons Department.

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Ralph Kolseth *Charles Savage* *Charles Watson*
John White *Edward Hiller*

Patsy Alberico is building a new house in Walpole—no more Whippet. If Rudolf builds now, Patsy will have to walk.

Nick Radzwill is at the Norwood Hospital for an appendicitis operation. We wish him a quick recovery.

Tony Protasious has a new "Queen of Dearborn."

Bill Standish cut out candy for Lent, and then celebrated and ate too much.

John Trofenow was under fire from a small boy with an air-gun. No casualties—but a broken side window in the Chevrolet.

Charles Norton has moved down to Rock Hill.

Bill Sebel went trouting Easter weekend and caught a cold, which was more than he intended to catch. Something wrong with the bait, no doubt.

William Murphy is receiving congratulations on the birth of a son born March 29th.

Al Whitmore had the misfortune to have his car stolen recently, and the good fortune to get it back.

The office and store room have taken on an Easter aspect—new floor-covering and a general shine up.

We are glad to learn that Mrs. Henry Smith is fast returning to good health.

Roy Packard has returned from the store room to the Finishing.

We extend our sympathy to Harry Bellew and his family in their recent bereavement.

Captain Driscoll, Roofing florist and Landscape gardener,

Edward and Allison Wixted, sons of E. P. Wixted, Kansas Salesman, prove that they are born horsemen

is busy preparing the soil around the store room. He promises a flower show this year to excel all previous exhibitions.

Should you chance to see a rear-end of an Overland car sitting pretty somewhere between Dedham and the Cape, call Charles Chorlton.

Arthur McKenna is a busy boy these days. His new home on Gould Avenue is almost completed and his faithful "Nash" sports a new Easter coat.

Mario Tomassetti of Dedham now rides home in relays: Henry Smith to Norwood and Charles Chorlton, Norwood to Dedham.

We are very glad to hear that Mike Sheehan is well on the road to recovery after his recent illness.

Richard Reid, son of Sam Reid, Chicago's representative in St. Louis. We expect to hear more about him this summer when Chicago's golf tournaments start!

George Polumbo is making extensive alterations to his home on Concord Ave. and with the result that another Bird Roof is now on.

Paul Krucas and Charles Seavey are also doing re-roofing jobs with Bird Shingles.

Doc Watson showed up on the 7th with what looked like a new Chrysler "77". It wasn't new but it sure is a nice looking machine. Doc says she sure likes to speed it up.

Gus Mauritz is still on the sick list but we expect him back shortly.

Adolf Kotak is back with us once more after having had a second, and he hopes last, operation on his side.

John Eppich's house is up for sale again. Anybody interested in a five-room house on Bullard Street, Walpole, get in touch with John. Line forms on the right.

Hilton Taggart is sure looking prosperous with a Hudson Sedan which he showed up with recently. It is not new but sure looks nice.

Merrill Friend is now working at the Laboratory.

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell F. Lydon*

What is believed to be an all time, all Plant record was established at bridge recently when Messrs. Bartlett and Roberts were defeated by Messrs. Hanna and Wilson to the tune of 1719 points.

Anne Pollock, one of our West Side employees, found it necessary to stay on the South Side a couple of nights on account of the blizzard, and what a blizzard!!!

The tennis season will open officially on May 1st. For information regarding the tournament, see H. Pollock.

Mr. Wilson left Sunday, the 13th, for a trip of approximately two weeks to Oklahoma and Texas. He will visit our salesmen Adams, Catlett, and Beasley.

Tony Ecklund has closed his Art Gallery for the season. He will open again next Fall with more and snappier pictures.

The horseshoe pits are now in condition for play. Go to it, you horseshoe flingers.

Miss Norma Olson and Miss Edith Manoff are doing some temporary work in the Advertising department.

Bill Wilson has at last gotten delivery on the new "Pride of Detroit" which he ordered several months ago. Also, Harry Jansen has a new Buick, Harold Altman has a 1930 Pontiac, and Howie Hanna has one of those big? powerful? Chevrolets.

Glenn Young and Duke Perrizo opened the tennis season Sunday afternoon. No scores were given out for publication.

Mr. Hird, several days ago, was making guarded inquiries regarding golf clubs.

Bob Brebach is thinking of putting a governor on his Pontiac in order to keep the speed below thirty miles per hour, and on two different occasions recently, Joe Cozzi was seen in earnest conversation with traffic officers.

Lawrence Doherty, of the Shipping Department is the proud father of a new baby, a boy named Thomas. Congratulations!

Miss Johnson's new all metal desk is the envy of the entire office force. She and B. J. Overholt share the honor of having the first two in use here.

Al Bohenberger is now installed in his new office adjoining the Sales Department. The Grand Opening was held April 10th with flowers 'n everything.

Jean DeBerg exhibited an Indian Scene in colors that he copied from a Santa Fe calendar. The picture was in oils and caused a lot of favorable comment.

Art-Bric siding is fast becoming one of our major products and is now being ordered in carload lots. This and Thick Butt shingles give Bird two novelties that spell business.

Mr. Hird sent the following memorandum to Mr. Roberts the day after the big snow storm on March 26th: "I would appreciate it if you would convey to the No. 1 machine crew my congratulations and appreciation for the loyal support shown in having the No. 1 machine ready to start at 6:45 on March 26th. The only way that I can personally show my appreciation is by using my utmost effort personally, and through the whole organization, to keep the Mill running as many hours during the year as it is possible, thus assuring everyone of those loyal operators as nearly a full pay envelope as is possible."

Miss Florence Hausherr of the Accounting Department was home ill for several days, but is now back on the job again.

"Howie" Hanna has recently become Editor of "Mill & Office Weekly" and judging from the first issue we can expect a real snappy and interesting weekly edition.

In a recent 50 word letter contest on the subject "Does Ramon Navarro take Rudolph Valentino's Place on the Screen," Miss Morman of the Stenographic department won two tickets for the picture "Devil May Care" in which Navarro is starred. Her letter was one of the 15 accepted.

FLOORING PLANT AND OFFICE
Norwood, Mass., Plant

Lloyd Smith *Lester Evans*
Tom Rogers *Lawrence Gammell* *Leo Haggarty*

The venerable Stutz, formerly owned by Gus Hagman is still going strong. It looks as though it had been through the war, which breaks Gus's heart.

Lester Hathaway has left the employ of Bird & Son, to open a garage and repair shop on Washington St., East Walpole. He hopes all his friends will remember him, when their cars need repairs.

Elliot Webber has moved from Lenox St. to Atwood Ave. He figured that Lenox St. was too far away from his work.

We notice that Charles Hooper is again enjoying the freedom of the open road. We advise him not to be so free with it this time.

Amos Wiljakainen recently become the proud father of a little daughter.

Jim Garner has again become a father.

At last the Flooring Plant has a golf professional. Carl Gustafson was trained by several professional trophy holders.

Lester Evans was caught over-speeding. He was fined ten dollars, but Lester said, 'Take it out in trade."

Roscoe Shorey is the proud father of a baby girl born at the Norwood Hospital, March 27th.

Martin Scampini is receiving plenty of sympathy and good advice free these days, since it has been learned that he is about to buy a diamond ring.

Vacations have started in the Undercoat Department. Nicola Benedetti had a service vacation from April 21st to 28th.

A motor cycle does not last long with David Boyden. He purchased one on a Saturday, and on the same afternoon it was wrecked beyond repair near Fisher School on Walpole Street. Luckily David was only slightly bruised.

We wonder if any of our sales students will have to undergo the following experience:

A dapper youth, making his first call as a salesman, opened his solicitation on a crusty and hard-boiled dealer in this manner:

"Good morning, sir—I'm -er-er—.'m a little stiff from bowling."

"I don't give a ——, where you're from, you little stiff; what's your proposition?"

There has been a Horse Club formed among the Wax Backs: John Eppich, President; Gerald Hart, Secretary; William Ivatts, Treasurer; George Johnson, Stable Master; Walter Sword, Buster. The first meeting was held at the Country Club in Norfolk, Saturday, April 5th. Officers were elected and a program committee appointed by the President is to arrange outings for weekends this summer, winding up the season with a fox hunt in November. Any Bird Workers may apply for membership through the secretary.

The second meeting of the Horse Club was held April 19th at Falmouth. Leo Clarkin was elected chairman of a committee to see about sending delegates to the County Fairs.

CHICAGO OFFICE

G. B. Blackmore *V. D. Szukalla*

Chicago experienced one of the worst blizzards known in these parts. Business was practically suspended for two days. Some of the girls in the office had to stay at hotels, being unable to get home. Tom Howells was kept from his home for four days. We are wondering whether or not Tom stayed at the hotel where the 500 telephone operators were housed???

A picture of beauties like this belongs on the front cover—but we hope you'll enjoy it just the same. These are the Chicago Flooring Office girls: Back Row, Evelyn Hoffman, Florence Wittleder, Sadye Doughty, Rita Dignan, Mary Curran, Helen Behrens. Middle Row, Gwendoline Blackmore, Mary McWade, Mary Maloney, Marie Lester, Mary Sweeney, Margaret Fay. Front Row, Ida Mitchell, Gladys Davis, Virginia Szukalla, Margaret Couts, Lillian Moe.

The girls of the office have organized a bridge club, their meetings to be held once a month. Two girls act as hostesses and supply the party with eats, etc. Our first meeting was held Monday, March 31. The double feature of the party was that there were two birthdays—Mary Maloney's and Peggy Fay's There were two cakes with lighted candles in the form of a question mark (the ages of girls nowadays are questionable). There were three bridge prizes, won by Miss Moe, Mrs. Davis and Miss Fay. All went home with the happy feeling of a good time.

A picture appears in this issue of the of *Review* the girls in the Flooring Division. We believe this is the opportune time to boast of our products—our smooth surface floor covering, etc. The camera man was all set to take the picture when Mr. Camera decided to slide on the floor covering, which proves our products are all we say they are.

At last the secret of Peggy Fay's February 22nd episode has been revealed. Peggy decided to change her name that day, and she is now Mrs. B. Frey. We all wish her luck and want to congratulate Mr. Frey on his choice of a life partner.

Sam Reid, our representative in St. Louis, sent us a picture of his son Dickie, which appears in the *Reveiw*. Should we say he is following his dad's footsteps—or maybe he's one ahe d of him with his classy golf bag and sticks. Some boy, Sam! We know you are proud of him.

R. W. Duvall has resigned, after being with us a good many years. We are sorry to see him go. The territory covered by Mr. Duvall is now traveled by Sam Creden. We wish you luck, Sam.

D. R. Yocum has left our employ, and his territory is being covered by C. D. Knapp.

E. J. Roberts now covers T. H. Creden's territory, T. H Creden covers G. R. Groendyke's territory, G. R. Groendyke

covers H. Hagenbuckle's territory and H. Hagenbuckle covers S. G. Creden's Washington-Oregon territory. This change became effective as of April 1.

Our floor covering made up in 4/4 seems to be selling very quickly. Mr. Jakel, our Milwaukee representative, wrote us that he sold all the 4/4 stock at the Milwaukee warehouse.

The story goes that R. W. Westcott and W. K. Smith were working on a Tile prospect together and R. W. was descanting on the reliability of Bird & Son, emphasizing the length of time they had been manufacturing (since 1795). The prospect, being somewhat of a kidder, asked if "this fellow" was with them then. W. K. thinks this was pretty raw, but would not mind it if the prospect had signed on the dotted line.

Mr. Tyson is boasting about his modest expense accounts. He proves this by telling how he and Mr. Lageschult spent the night in an owa hotel somewhere between Chicago and Sioux City, at a total cost of only 75 cents apiece. Needless to say, they slept together—and we understand the bed was none too good.

It has been said that H. Hagenbuckle is driving West to take over his new territory with Mrs. Hagenbuckle and he claims she's not his mother either. Well, you know the rest! When did all this happen, Hank? You might let some of your Chicago office friends in on the secret. Congratulations!

There are so many things happening around the office these days but Mary Sweeney's secret seemed to have kept the longest. It leaked out that she has been married since July 22, 1929, and she is now Mrs. Bill Williams.

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteen anniversaries fall during the month, and of those who complete twenty or more years' service during May:

			Yrs.
John H. Smith	5–14–1878	Maintenance	52
Fannie Murphy	5– 1–1886	Box Shop	44
Annette Blaney	5–17–1897	Librarian	33
Albert Erickson	5– 1–1899	Flooring Plant	31
Harry L. Tower	5–12–1901	Box Shop	29
John Kirby	5–16–1903	Finishing Plant	27
Michael J. Mohan	5– 7–1907	Roofing Plant	23
Patrick Reardon	5– 7–1907	Roofing Plant	23
Paul Krucas	5–20–1907	Roofing Plant	23
Albion Gottberg	5–16–1908	Maintenance	22
Herman Naukheim	5– 1–1909	Flooring Plant	21
Frank R. Meyer	5–24–1909	Box Shop	21
Elmer Jordan	5–25–1909	Roofing Plant	21
Matejs Minkevicis	5– 4–1910	Box Shop	20
Patsy Sansone	5– 4–1910	Flooring Plant	20
A. H. Brooker	5–15–1915	Roofing Sales	15
Euplio Puopolo	5– 3–1920	Box Shop	10
Stephen Surpont	5– 7–1920	Flooring Plant	10
John McLennan	5–10–1920	Power and Steam	10
Peter Cook	5–15–1920	Paper Mill	10
Thomas Peatfield	5–17–1920	Paper Mill	10
Frank Armukevich	5–19–1920	Flooring Plant	10
Ansimi Nikituk	5–20–1920	Paper Mill	10
A. W. Mellin	5–25–1920	Main Office	10
Paul Persechino	5– 4–1925	Box Shop	5
Ira M. Treen	5– 5–1925	Flooring Plant	5
Joseph Steponivich	5– 8–1925	Flooring Plant	5
Lawrence Jenkins	5–10–1925	Roofing Sales	5
Louis Bergstrom	5–11–1925	Paper Mill	5
James McComb	5–13–1925	Box Shop	5
Harold Hale	5–22–1925	Flooring Plant	5
Alphonse Matthews	5–25–1925	Roofing Plant	5
Theodore Maddern	5–27–1925	Stores	5

PHILLIPSDALE

Charles Riley	5– 7–1920	10
Stephen Zak	5– 4–1925	5
Joseph Moura	5–15–1925	5

CHICAGO ROOFING DIVISION

F. H. Hird	5– 1–1910	20
Lawrence Howell	5– 3–1920	10
John Matcha	5–12–1920	10
Arthur E. Julian	5–27–1925	5
Florence Morman	5–28–1925	5

SOCCER NOTES

BIRD & SON Soccer Team finished second in the Southern Division of Boston and District League, and now are fighting hard to annex the beautiful Silver Trophy presented by Hon. James M. Curley—The Curley Cup.

The first round against Charlestown Hibernians at Walpole resulted in a win for the visitors by one goal, but the second game at Sullivan Square saw Bird even up matters—seven goals each. This means a third game will be necessary to decide who shall meet Sturtevants in the Semi-Final.

Games are on the home and home plan, and the largest number of goals scored in both games decides the winner.

Bird & Son now have one of the best teams to be found around these parts. New arrivals are the Tetlow brothers from Milford. They received international prominence by being chosen as fullbacks on the American Worcester Sportsmen's Team which visited England in 1926 to play teams of Worcester County there.

The team is now made up as follows: Goal, Harry Benson; Right Back, Edwin Tetlow; Left Back, Ernest Tetlow; Right Halfback, Sidney Sansom; Center Halfback, George Schofield; Left Halfback, George Bullock; Outside Right, Walter McKenna; Inside Right, Sam May; Center, Harry Sansom; Inside Left, Jack Smith; Outside Left, John Mullin. Reserves—"Bert" Sansom, Arthur McKenna, A. Richie and I. Davidson.

JAMES TWEEDIE DIES

WE are sorry to have to record at this time the death of James Tweedie, old-time worker with Bird & Son, who died at the home of his nephew in Winchester on April 8, 1930.

Mr. Tweedie came to work for Bird & Son in April, 1904 and was employed in the mill until he retired on December 1, 1918.

Had he lived until June 3rd of this year, he would have been 88 years old.

ACKNOWLEDGMENT

I want to thank my fellow workers at Bird & Son for their kind expression of sympathy in my recent bereavement.

Gerald G. Sheehan.

BIRD PRODUCTS

Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt American Twins Thick Butt NEPONSET Double Twins
American Double Twins Hex-Twins Lock-Butt Individuals
Super Twins (Thick Butt) Giant Individuals

BIRD Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Old Reliable Universal

BIRD Building Papers

NEPONSET Black Saturated and Coated American Economy
Refrigerator Insulating Paper Mulch

BIRD Wall Board

NEPONSET Board, Cream White American Board

BIRD Specialties

Asphalt Felt Paroid Built-up Roof BIRD Deadening Felt
Plastic Cement Roof Coating
BIRD Insulating Board Art-Bric Siding

Flooring Division

BIRD Rugs BIRD Floor Coverings BIRD Tile Flooring
BIRD Rug Border BIRD Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes
Flower Pot Covers

Special Paper Division

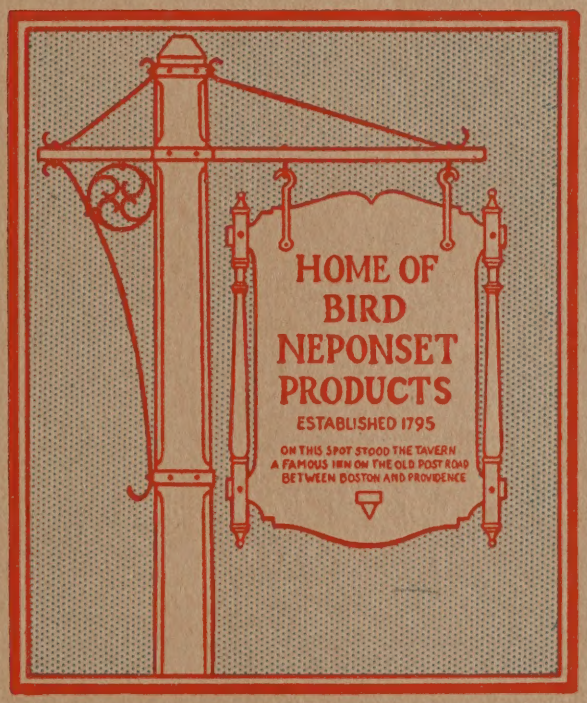
Standard Pressboard — Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes

BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

{Complete List of Bird Products on Inside Back Cover}

BIRD'S Neponset REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole, Mass.



VOL. XVIII NO. 6 JUNE 1930

Established 1795

BIRD & SON

(incorporated)

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.
Phillipsdale, R I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

Officers

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Vice-President, George R. Wyman
Vice-President, Elmer H. Bartlett
Sec. and Treas., Herbert H. Miller

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Roofing Sales Division
Manager, P. H. Bailey
Eastern Mgr., W. E. Hale
Southern Mgr., A. D. Kilham

Box Sales Division
Manager, C. H. Andrews

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Asst. Treas. and Credits, D. E. Merrill
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Assistant, M. J. Hawkins
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Chief Paper Div., E. L. Connolly
Chief Flooring Div., J. E. Graham
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Supt. Paper Div., S. W. Smith
Supt. Felt Div., T. G. Henderson
Supt. Flooring Div., R. M. Wight
Supt. Norwood Rfg. Div., E. L. Chamberlain
Supt. No. 1 Box Factory, R. L. Tupper
Supt. No. 2 Box Factory, S. W. Gladding

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Sales Manager, W. W. Wilson
Manufacturing Manager, B. H. Roberts

Branch Offices

Boston, New York, Chicago

Warehouses

East Walpole, Mass., Norwood, Mass., Chicago, Everett Mass., Brockton, Mass.

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Bird and Son Sales Corporation

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Vice-President and Sales Manager, H. E. Sawyer, Jr.
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Eastern Mgr., W. B. Rogers, Jr.
Western Mgr., R. W. Westcott

Branch Offices

Boston, New York, Chicago

Warehouses

Baltimore, Camden, Chicago, Cincinnati, Cleveland, Dallas, Davenport, Denver, Detroit, East Walpole, Grand Rapids, Los Angeles, Houston, Indianapolis, Kansas City, Memphis, Milwaukee, New Orleans, Oklahoma City, Pittsburgh, Richmond, Newark, San Francisco, St. Louis, St. Paul, Sioux City

BIRD'S NEPONSET REVIEW

Vol. XVIII *June 1930* No. 6

WE CHRISTEN THE "NEPONSET"

First Commercial Airship Starts Good Will Tour for Bird & Son, inc.

"I christen thee Neponset!" With these words on Wednesday afternoon, May 28th, at Francis William Park, Mrs. A. G. Wadsworth, wife of the owner of the Neponset, christened this newest ship of the air and officially started it on its goodwill tour by breaking over its bow a bottle of Neponset River water which had been used in the manufacture of Bird Products.

The Christening of the "Neponset." Mrs. A. G. Wadsworth is performing the ceremony. Left to right, Miss Nancy Allen, Miss Mary Bird, Mrs. Arthur G. Wadsworth, Miss Katherine Nute, Pilot James H. Sheppard, President P. R. Allen.

As if in accord with the ceremonies, the skies added a gentle shower of rain which did not, however, interfere with the anniversary exercises held at the Music Court just previous to the christening. Nearly five thousand people gathered around the ship on the field below the Music Court and heard the speeches which started promptly at five o'clock. President P. R. Allen, as master of ceremonies, introduced the speakers and made the following speech of greeting:

"Mrs. Bird, invited guests, friends and neighbors: mine is a very pleasant task this afternoon in extending to you, in behalf of the whole organization of Bird & Son, inc., a very cordial welcome to these anniversary exercises.

"One hundred and thirty-five years is a very short period in the history of the world but in the history of these United States, it is a very long one. When the first Bird, Mr. George Bird, the founder of this business started his paper mill in 1795, George Washington was President. This business, therefore, through successive generations of the

Bird family has been continuously in operation during the terms of every President of these United States.

"In commemoration of this, one of the oldest New England industries has decided, as part of its anniversary celebration, to

A beautiful sight—the "Neponset" on one of her trips over the Park and the Bird Plants

adopt the most modern form of publicity. The ship 'NEPONSET,' to be christened today, named after the river on which our mills are situated, is the first commercial airship of its kind to be used in this country. During the next few months it is going to carry a message of good-will to our friends throughout New England, advertising the products made in the Bird mills.

"As our anniversary comes in the same year as the Massachusetts Bay Tercentenary, we are very glad to use this ship in any way possible to help the Tercentenary celebration. It is, however, primarily, to be used in a publicity campaign of Bird Products in the interest of our customers. We want to do our part in keeping New England products to the front, *especially* our own. We want to sell more roofs, more rugs, more boxes and more of everything that we make in our mills. We know that when more people know the high quality and low cost of Bird roofs, Bird rugs, Bird boxes, our mills will be running over time. We are not worried about the present business depression. We believe the present slowing up of business is entirely normal. We have a great faith in the solid foundations of our own particular business. We have a great faith in New England and we are going ahead to justify that faith. We can well be proud of the past record of this organization, proud of the character, integrity and high ideals that have been built into it by previous generations. Our late President, Charles Sumner Bird, in the business depression of 1920, said—

'So long as we maintain a reputation for high quality, and so long as we uphold a spirit of loyalty, efficiency and square dealing, we need have little fear for the future of our business. We must not forget that no one can get something for nothing. Work counts the most. It is a greater asset than genius, talk or money. This country has been built by the sweat of workers and not by the talk of slackers. Work has done the most to upbuild us and it will do the most to keep us going. As it has been, so will it be.'

These words of Mr. Bird are as true today as they were then."

And then, introducing Mrs. Bird:

"What more fitting place to have these anniversary exercises and the christening of the 'Neponset' than right here in this beautiful spot—in Francis William Park—created and endowed, as the inscription reads, by Charles Sumner Bird—Anna Child Bird—For the people of Walpole. No words of mine are needed, no words of mine could express how deep is our appreciation, how deep our affection for Mrs. Bird, and here on this spot she needs no introduction."

Mrs. Bird Speaks

Mrs. Charles Sumner Bird then stepped to the speaker's desk where the microphone and loud speakers carried her clear voice to all parts of the field, and spoke as follows:

"Who can limit the range of science? What hand can stay the march of mind? Who, or what, can hinder human progress?

"We have been living in an age which has made immense strides in science, bringing with it great and vital changes through the invention of labor saving machinery and devices, scientific modernization of management and technical and educational methods. All this has served to improve the race mentally and physically, largely advancing education, bringing comforts and pleasures never dreamed of fifty years ago and raising the standard of living everywhere.

"The inventive genius and the progressive spirit of our people have brought our Nation to world leadership. The telephone, motor vehicles, motion pictures and the radio have supplied knowledge, information and amusement extensively to the remotest corners of the earth. They have been a forceful means of advertising in the world markets the products of our country.

"The aeroplane and the dirigible are developing a huge industry, growing more important every day. Their uses are destined to play a great part in making our Nation 'air-minded.' They will affect our manufacturing industries beneficially and are

bound to become satisfactory commercial developments in many ways.

"To be at the head of forward movements is to catch the light at its brightest and best, showing the way clearer to others.

"We have always been a progressive people—at the forefront of every onward movement. In keeping with this reputation Bird & Son today are the first to use this means of advertising their products, the knowledge of which they feel will bring comfort and satisfaction to millions of homes, at once following the suggestion of our Secretary of Labor who has cautioned our builders and manufacturers that 'business must be quickened by every possible method and the best way is through advertising.'

"To float above the clouds, taking in the beauties of earth, sea and sky, informing the people of our products, is recognizing the meaning and possibilities of this 'New Day,' showing others how delightfully American trade can be pushed to every corner of the Globe. 'For a bird of the air shall carry the voice and that which hath wings shall tell the matter,' said the Scriptures many centuries ago, and today we are fulfilling the prophecy."

As Mrs. Bird finished speaking, she was presented with a bouquet of roses by Mr. Allen.

Governor Unable To Attend

Then Mr. Allen spoke again,

"Nothing cheered us quite so much in our planning for this celebration, as the quick and enthusiastic response of our good friend and neighbor—Frank Allen. He, too, is connected with one of the oldest New England industries right here in our own town of Norwood—for Norwood is *one* of our towns. He saved Monday for us, he saved Tuesday for us, but he couldn't save Wednesday, and at the last minute telephoned us that he would be unable to come. We were also to have Thomas Nelson Perkins of Westwood, Chairman of the Board of the Boston & Maine Railroad, to bring greetings from one of the oldest forms of transportation to the newest. But he is unable to be here today. And we were also to have the Honorable John Jackson Walsh, Chairman of the Massachusetts Bay Tercentenary Committee, but because of the postponement, he, too, was not able to be here today."

The letter from the Honorable Mr. Walsh, which Mr. Allen received, read as follows:

"Change in the date of the christening of the new dirigible makes it impossible for me, by reason of another engagement, to be present to participate, as the representative of the Massachusetts Bay Tercentenary, Inc., in the ceremonies, much to my regret.

"You and your organization, sponsors of this enterprise, are entitled to the sincere thanks of all Massachusetts people for your generous offer to show the airship during the Tercentenary period at important commemorative events. This fine public spirit is consistent with the splendid record of civic service which is the proud possession of the Bird family.

"Were I able to be present, I certainly should take much pleasure in grasping the opportunity to pay to that outstanding family deserved tribute. In my absence please say this for me personally as the representative of the pioneer Tercentenary organization, which looks with deep satisfaction upon every contribution to Tercentenary success."

Before closing the speaking exercises Mr. Allen introduced two men who have been responsible for the creation of the dirigible and its safe arrival in East Walpole, Arthur G. Wadsworth, President of the New England Airship Corporation, and Pilot James H. Sheppard. In introducing Mr. Wadsworth, Mr. Allen said,

"A few months ago a young man from New Bedford came to see me. He said he came to see Bird & Son first because, years ago, we had been kind to him and given him an order for something or other. What he really came to see us for was to get us to sponsor the first commercial dirigible in this country. There were many reasons given for and against the plan, but the romance of advertising to the world Bird Products from the air was very appealing, and the result is what you see today.

"New Bedford has always been famous for its ships. The old whaling ships have gone. It is very fitting, therefore, to have a new kind of a ship, a dirigible airship, sail over from New Bedford to East Walpole for

Like a magnet—The "Neponset" drew crowds around it all day long. School children and gray-haired "children" alike seemed to get a big thrill out of watching it

christening. I wish everyone here could have seen the beautiful sight when the 'Neponset' floated down from the heavens this morning from New Bedford."

Mr. Wadsworth spoke a few words of greeting, and Pilot Sheppard spoke briefly of the dimensions and fittings of the ship.

The christening followed immediately, with Mrs. Wadsworth breaking the bottle of Neponset river water over the bow. The three flower girls were Miss Nancy Allen of Walpole, Miss Mary Bird of East Walpole, and Miss Katherine Nute of Fall River.

go up included Mr. Charles Sumner Bird, Jr., Mr. G. R. Wyman, Mr. Dan Jones, and Mr. John H. Maguire. In the second trip one of the passengers was Mr. Porter Boyden, the oldest man in Walpole. Everyone was unanimous in voting the ride smooth, comfortable and "glorious." Trips were made during the entire morning, taking up various officials of Bird & Son.

Whether her silver sides were shining in the sun or glistening with rain, everyone agreed that the "Neponset" was a beautiful ship. Those who rode in it or inspected the interior found that it was just as beautiful inside as out. And

The closer you get, the bigger it is—138 feet is a long distance when you see one ship with that length. The portable mooring mast to which the "Neponset" is to be tied wherever she lands this summer, can be seen at the nose of the ship.

The christening over, the Neponset took to the air like a graceful bird and in several short flights carried the three flower girls, Mrs. Charles Sumner Bird, members of the Bird family, Mr. and Mrs. P. R. Allen, and Mrs. A. G. Wadsworth. After the last trip, the Neponset again rose from the field and swiftly disappeared through the gray evening toward her hangar in New Bedford.

The big 138-foot ship arrived from New Bedford early on Wednesday morning, soaring over the landing field and circling the plants in East Walpole and Norwood, attracting the attention of thousands of people. Finally, she nosed her way to earth, landed gently, and started carrying passengers on short flights. The first group to

no one who saw it as it sailed, sometimes just skimming the tree tops, could deny that it was a wonderful means of advertising the name and products of Bird & Son, inc. The Goodwill Tour has officially started, and we may be certain that as "Neponset" sails throughout New England this summer, there will be hundreds of thousands of people who will see the big silver ship, read her message, and remember for many years this messenger from Bird & Son who celebrated this old company's 135th anniversary with this most modern means of advertising.

Note: All the airship views in this number were taken by Mr. Weeden, official photographer of the New England Airship Corporation

A CLOSE-UP OF THE NEPONSET

THE dimensions and furnishings of the Neponset, America's first commercial airship, give one only a small idea of the new thrill that awaits New Englanders who ride in it this summer. It is a non-rigid dirigible of the so-called "blimp" type, similar to the Goodyear Ship which sailed over East Walpole last fall. Its length is 138 feet, its diameter 38 feet, and its gas bag has a capacity of 86,000 feet. Helium gas, which it uses is entirely non-inflammable and non-explosive, affording absolute safety. Two 83 horse power motors drive the ship, which can travel at the rate of 65 miles an hour and go for 500 miles without refueling.

To step into the passenger cabin is like entering a luxurious home. The woodwork is mahogany. Wide windows of shatter-proof glass line both sides of the cabin, and in front of each is an inviting blue wicker chair. There is a silver drop light on the back of each chair for passengers who want to take reading matter along. The window frames are blue, like the ship's fins and out-riggings.

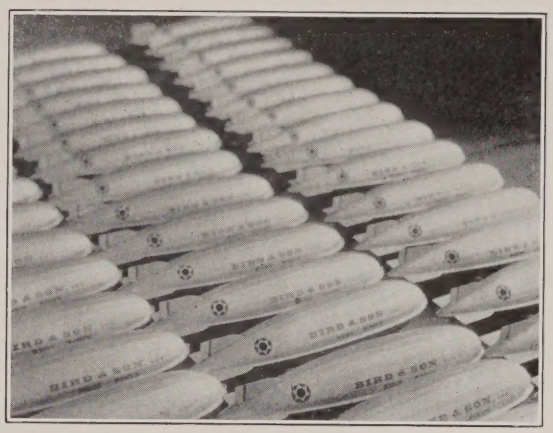
The fittings of the doors are silver, and on the ceiling is a deep blue, heavy pile fabric, to match the rest of the furnishings. The car itself is made of duralumin, the new metal alloy which combines the strength of steel with the lightness of aluminum.

In the pilot's room are all the latest and best instruments known to aviation, assuring complete safety in navigation. Radio transmitting and receiving sets of the newest type afford perfect communication with the ground at all times.

The Neponset was built under the personal direction of Dr. Karl Arnstein, director of engineering at the Goodyear Zeppelin Corporation. Dr. Arnstein and Dr. Hugo Eckener are the world's outstanding authorities on dirigible building at the present time.

A very unusual feature of this new airship—one that no other ship has—is the ease with which it can tie up almost anywhere it wishes. Its collapsable mooring mast is fastened to an automobile truck, and this truck, with a ground crew, follows the airship from place to place, and is ready to help it land wherever and whenever it wishes.

The Neponset stands alone as the first commercial airship of its kind. All other airships of the dirigible type in America are owned by the Goodyear Zeppelin Corporation, and are used chiefly for experimental work. This new commercial ship is the property of the New England Airship Corporation of New Bedford, Mass., and has been leased to Bird & Son for the summer of 1930. Although its official government number is the N. C. 13A, it has been christened "Neponset"—the trade name of Bird Products and the name of the river upon which the Bird Mills at East Walpole are located. On its side appear in large letters the words "Bird & Son, inc. Rugs—Roofs." Construction of the Neponset was started in August 1929, and the ship was completed late in April, 1930.



A fleet of miniature Neponsets ready to set sail in store windows, advertising the coming of the real Neponset

ADVERTISING THE NEPONSET

PRECEDING the "Neponset" on all its travels through New England, will be many announcements of its coming. In newspapers and in store windows will be special advertisements to tell the people about the coming visit of the big airship.

Special window displays have been arranged with miniature dirigibles, modelled after the "Neponset," and huge posters have been made.

Wherever you see one of these posters or window displays this summer, you will know that the Neponset is soon to follow.

BIRD CLUB ENTERTAINMENT

CHALK up another successful Bird Club party! This last one was held at the Bird Club gym on the evening of May 27th.

As speaker for the evening the committee was able to obtain Eddie Norris, the announcer at the Harvard Stadium, who, while he did not have to use the same pitch and volume of voice required at the Stadium, gave us a most interesting talk on sports from his angle as an announcer.

Musical and vocal entertainment was supplied by the "Variety Boys" whose popular numbers and songs were much liked—to judge by the applause.

Eats, or "digestibles," as the notice called them, in the form of strawberries and ice cream, were furnished by Holman, and put the necessary finishing touches to a very pleasant evening.

Chicago Plant Wins Safety Trophy

AFTER going nine months without an accident, the Paper Mills at East Walpole received a set-back in the sad and tragic accident on Friday, May 16. From August 23, 1929 to May 16, 1930 was the duration of their no-accident run. The Safety Trophy now goes to Chicago—the plant with the longest number of days without a lost-time accident.

Harold A. Doderer, 21 years of age, was the injured man. He was instantly killed early Friday morning, May 16, when he was caught in a belt and pulley on No. 5 Paper Machine.

No one witnessed the accident and, therefore, it is not known exactly how it happened. As a stick of belt dressing was found on the floor beside him, it is assumed that he was applying belt dressing to the winder belt. His hand must have been drawn in between belt and pulley, throwing him to the concrete floor. Dr. Connell was immediately summoned but pronounced the injured man dead. His skull was fractured and his right arm broken.

Timely Advice

We have given you the details of the above unfortunate accident because there is an important Safety lesson to be learned therefrom. Apparently this young man was applying belt dressing to the belt where it went on the pulley. This is a very hazardous undertaking and is in strict disobedience of all industrial Safety rules. It should never be performed by even the most expert.

MEN take warning from this accident. In the first place never apply belt dressing unless it is part of your job and you know how to do it. Be sure the belt needs dressing. Secondly, if you do have to apply dressing—ALWAYS APPLY IT TO THE BELT AS IT LEAVES THE PULLEY.

Chicago Fourth to Possess Trophy

Since President Allen presented the Safety Trophy to the Norwood Roofing Plant on June 13, 1928, it has had but three homes—Chicago now makes the fourth. It was presented first to the Roofing Plant in recognition of their remarkable no-accident run of 697 calendar days. It remained in their possession until September 13, 1929.

No. 2 Box Shop was its next legal residence. Here it rested in an illuminated cabinet near the time clock, serving as an inspiration and daily reminder of Safety until January 14, 1930. Two accidents in two years is the excellent record of this division. Undaunted by their setback in January, the boys of this mill have now gone four months on their third *accident-free* period.

The East Walpole Paper Mills then took the Trophy. Here it remained until the unfortunate occurrence previously described gave it to Chicago. The Main Mill departments went *accident-free* for nearly nine months.

Sometime ago F. H. Hird, Manager of the Western Roofing Division, stated that the boys out there had made up their minds to possess the Safety Trophy. Furthermore, he gave us to understand that The Eastern Mills might as well get another one, for if they (Chicago) once got hold of the original Trophy, it would be a long time before we saw it again. How about it, Engineering? We don't wish Chicago any hard luck, but we are depending on you to bring it back.

Luncheon At Tavern

MEMBERS of the New England Airship Corporation were given a luncheon at Fuller Tavern on Wednesday noon, the day of the christening. Miss May Gardner, Secretary to Mr. P. R. Allen, acted as hostess. Those who attended were: Mr. and Mrs. A. G. Wadsworth, Pilot James H. Sheppard, Mr. Myron Lawrence, Treasurer of the New England Airship Corporation, Mr. Charles Sumner Bird, Mr. Philip R. Allen, Miss May Gardner.

Lift like the man pictured above and avoid back strains and hernias

ALWAYS BEND YOUR KNEES and PUSH UP

NORWOOD AIRPORT

NEPONSET'S christening at East Walpole seems likely to mark the beginning of a big development in air traffic for this section. It was announced in February that the town of Norwood was to have an air-port, and now work has actually commenced on its construction.

1200 acres at the Fisher or Fowl meadows off Neponset street have been purchased, and plans have been drawn up for one of the largest air-ports in the country. The situation of the field is ideal. It is but twelve miles from Boston, and yet is far enough inland to be free from the sea fogs which bother the Boston airport so much. Only a few miles away is the Blue Hill, which serves as an excellent natural landmark for the field. There are absolutely no hazards of any sort to make landings dangerous—no high hills near the field, no high-tension wires, public road crossings or rights of way. It would be hard to find a more ideal central location than this.

Plans call for the erection of two class A–1–A ports, one lighter than air port, one flying school, and suitable recreation parks. In the tract of land is plenty of space for parking and facilities for future industries which may be attracted there by the air port. By fall it is hoped that the first hangar and an Administration Building will be completed.

SOCCER TEAM

BIRD & SON Soccer team finished its 1929–30 season when it was defeated by Sturtevants in the second game of the semi-final round of the Curley Cup Contest played at Hyde Park, May 11th. The team from the blower works won both games—the first at East Walpole, May 4th, by a score of 1 to 0, and the second by 3 to 1.

These defeats came after having passed on to the semi-finals by easily disposing of Charlestown in a replay at North Brighton to the tune of 5 to 1.

The players who took part in the Curley Cup games were—Goalees, James Dixon, Harry Benson; Fullbacks, Edwin and Ernest Fetlow, "Bert" Sansom; Halfbacks, George Schofield, George Bullock, Sidney Sampson, Arthur McKenna; Forwards, Jack Smith (Captain), Sam May, Harry Sansom, James Schooler, John Mullin, James Davidson, Albert Ritchie.

FLOORING SALES CONTEST

WINNERS by two points! That's how close the Eastern-Western Sales Contest ran, with the East nosing out first at the last minute. There was a great scramble in both Divisions, and no one was sure of the winner until the "final whistle" on May 10th. The final score was 19 to 17.

In the cumulative group percentage, Group No. 6 of the West was the leader with 218.3%, with Group No. 1 of the East standing second.

P. L. Agnew of the Western Division heads the list of cumulative individual averages, and C. W. Kincheloe was the highest of the Eastern winners. The first ten are listed below.

The contest ran from March 31st to May 10th and was especially interesting this year because the two divisions were so evenly matched.

Prizes have been awarded as follows: $20.00 to each member of the Eastern Division, for winning the contest. $50.00 to each member of Group No. 6 of the Western Division, which had the highest cumulative group score. And $100.00 each to P. L. Agnew and C. W. Kincheloe, the highest individual scorers in their respective divisions.

Cumulative Individual Percentage Score, First Ten:

Individual	Group No.	Division	Standing
P. L. Agnew	6	Western	469.2%
S. G. Creden	4	Western	419.5%
C. A. Boiteau	6	Western	400.2%
C. W. Kincheloe	5	Eastern	333.6%
J. R. Maraist	1	Eastern	245.9%
P. E. Vrooman	6	Eastern	217.0%
H. B. Hunt	1	Eastern	210.0%
G. C. Dobler	6	Eastern	199.3%
W. F. Bagley	2	Western	193.0%
A. L. Hayden	1	Eastern	179.3%

VACATION PICTURES

IF you are taking a vacation this month, don't forget to submit your pictures for the 1930 Contest. Pictures may be turned in at any time to the Review Editor.

Watch for details of the contest in the next month's Review.

CAN YOU ANSWER THESE?

1. How many are employed at East Walpole? At Norwood? At Chicago? At Phillipsdale?
2. How many tons of paper is No. 5 Paper Machine capable of producing in a day?
3. What is the exact height of the chimney at the East Walpole plants?
4. How many rugs can be stored in the new Warehouse, after it is finished?
5. How much asphalt does the Roofing Plant use in a year?

The answers to these questions will be found on Page 8.

If you are interested, we will plan to run one of these "Can You Answer" columns each month. Send in your questions to the *Review* Editor, Department GR, and he will try to answer them for you. Be sure your questions are about Bird & Son, or something we manufacture. Let's hear from you.

BIRD'S NEPONSET REVIEW

Vol. XVIII. JUNE 1930 No. 6

Published Monthly by the Employes of Bird & Son, inc.
In the Interests of the Company and Its Workers
For the Promotion of
Good Service Good Business
Good Will

MILLS: East Walpole and Norwood, Massachusetts; Phillipsdale, R. I.; Chicago, Ill.

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Printing Foreman, F. R. Meyer

The raw material of success is thought

WELCOME NEPONSET!

AT the Park on the day of her christening, the "Neponset" was given her official welcome to New England, but we wish to add our congratulations and best wishes in a more personal way through the *Review*. She is a fine-looking ship with her silver sides and her bright blue lettering, a ship we may well take pride in, as she sails over New England on her good will tour for Bird & Son.

We congratulate her upon being the first commercial airship of her kind in America, and we wish her the best of good luck on her six months' voyage throughout New England with her messages of greeting from Bird & Son on the occasion of our 135th anniversary and the Tercentenary of Massachusetts Bay colony.

Welcome, Neponset.

INITIATIVE

THE world bestows its big prizes, both in money and honors, for but one thing. And that is Initiative. What is Initiative? I'll tell you: It is doing the right thing without being told. But next to doing the thing without being told is to do it when you are told once. That is to say, carry the Message to Garcia: those who can carry a message get high honors, but their pay is not always in proportion. Next, there are those who never do a thing until they are told twice: such get no honors and small pay. Next, there are those who do the right thing only when necessity kicks them from behind, and these get indifference instead of honors, and a pittance for pay. This kind spends most of its time polishing a bench with a hard-luck story. Then, still lower down in the scale than this, we have the fellow who will not do the right thing even when some one goes along to show him how and stays to see that he does it: he is always out of a job, and receives the contempt he deserves, unless he happens to have a rich Pa, in which case Destiny patiently awaits around the corner with a stuffed club. To which class do you belong?

Elbert Hubbard.

THRIFTY ANSWERS

Number Four

WHY PAY BILLS PROMPTLY

1. A most important asset—credit—is established.
2. Eliminates the curse of debt.
3. Unpaid bills block the world's progress.
4. Eliminates the embarrassment of collection calls.
5. Increases self-respect.
6. Helps you to save.
7. Improves your standing in your community.
8. Relieves you of financial worries.
9. Only square way to treat those who trust you.
10. It is a business-like method of procedure.

HAROLD DODERER

HAROLD DODERER, who was fatally injured in a belt and pulley accident, May 16th, was the son of Mr. and Mrs. George Doderer, 166 Bullard St., Walpole. He was 21 years of age and had been in the employ of Bird & Son for one and a half years.

This young man was a graduate of the Norfolk County Agricultural School, Class of 1928. He was a very likeable young man and his many friends will not readily forget his smiling, happy face. His father, George Doderer, has been in our employ as a beaterman for the last 33 years. Arthur, his brother, is a backtender on No. 2 Paper Machine. He came with us in 1924. Besides his father, mother and brother, he leaves four sisters, Clara, Elsie, Elizabeth and Edith, and a host of friends.

Funeral services were held Sunday afternoon, May 18th, at his parents home on Bullard St. and were attended by a large number of friends and relatives. The bearers were Clarence Bergstrom, Herbert Schaier, Joseph Knaus, Thomas Burns, Louis Bergstrom and Anthony Feeney. The burial was in the family lot at the Maple Grove Cemetery, Walpole.

ANSWERS TO QUESTIONS ON PAGE 7

1. East Walpole—943, Norwood Plants—491, Chicago Roofing—173, Chicago Sales Corporation—113, Phillipsdale—135.
2. 150 tons.
3. Exactly 250 feet from the ground.
4. About 33,000 rugs in mixed sizes.
5. Approximately 52,000 tons.

HEALTH NOTES

CHECK YOUR PHYSICAL STANDARD

HAVE you—

Normal weight for your height, type and age?

Erect posture, firm muscles, good feet?

Normal vision (properly-fitted glasses, if required), normal hearing?

Sound, well-cared-for teeth and healthy gums?

Adequate and accurate information on diet and general hygiene?

A general sense of well being and enjoyment of life?

Immunity to smallpox and diphtheria?

Do you—

Have a complete yearly physical examination by your physicians?

Have an adequate semi-yearly examination by your dentist?

Have your eyes examined by an oculist every 3–5 years?

Have corrections made promptly when needed?

Eat a well-balanced diet (including leafy vegetables and milk), adequate but not excessive?

Use tea and coffee in moderation, if at all?

Drink six to eight glasses of water daily, most of this between meals?

Have a daily bowel movement without the use of drugs?

Take at least two baths weekly, one daily if possible?

Sleep soundly, not less than seven hours per night?

Take some out-of-doors exercise daily?

Provide for some recreation daily, in the form of a sport when possible?

Relax with ease and get sufficient rest?

Do your work intelligently without undue fatigue?

Devote some time each week to study of the best ways to preserve the health of yourself and your family?

Consider the maintenance of sound physical and mental health your greatest personal duty and privilege?

LIBRARY NOTES

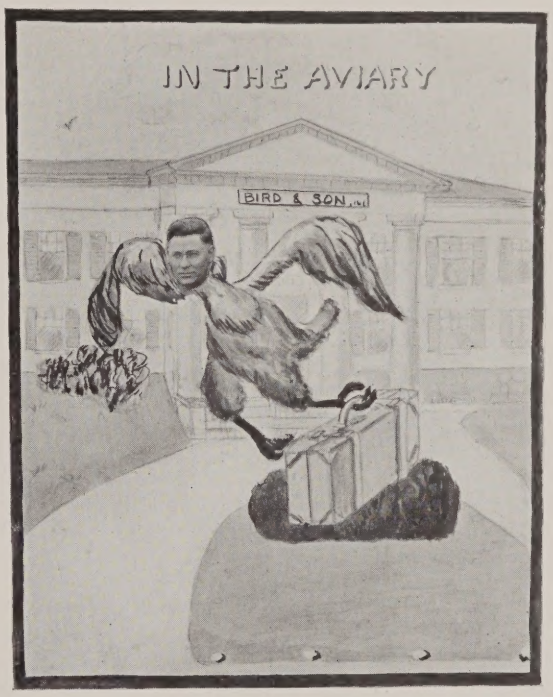
DURING the winter months, the reading hours may have been devoted to books which might be considered more or less a task, but as summer advances, we feel justified in the selection of those more recreational. Equipment for the annual holidays is not complete without a few of our favorite books, and among the new, the following can be borrowed from the library.

Travel and Adventure:

Scenic West	Myall
The Acturus Adventure	Beebe
Famous Sheriffs and Western Outlaws	Raine
Trails of the Hunted	Clark
Sea Devils' Fo'c'stle	Thomas
Where it All Comes True in Italy and Switzerland	Laughlin

Fiction:

Another Day	Farnol
Cimarron	Ferber
Hidden City	Gibbs
Lady Bird	Hill
Prodigal Girl	Lutz
All our Yesterdays	Tomlinson
Young Mrs. Greely	Tarkington
Mr. Mulliner Speaking	Wodehouse
Black Roses	Young



THE TARR BIRD

Once on a time there was a bird
  Who was so very gifted
To find which one would serve him best
  They all had to be sifted.

A head for figures; a heart for art;
  A talent, too, for acting;
Ability for managing—alas,
  'Twas all a bit distracting.

He tried them all; at all he shone;
  He even directed plays;
And at putting on church pageants
  He does his best always.

The job of office manager
  Is a thankless one, at best;
He finds mistakes and gets the blame
  For everything, by the rest.

Perhaps you've guessed this bird's a Tarr,
  The oldest of brothers three—
That it's Louis we mean—and you've guessed it right—
  A friend to all is he.

And now he's left this neck of the woods,
  He'll be missed by everyone.
We certainly wish him the best of luck—
  The little fat son of a gun!

The Mocking Birds

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff
Alice Clem
Ida Milesky
Sabina Costello
Gladys Noddin
Eva Knoll
Elizabeth Lawson
Alice Fales
Beatrice Severance
John Andrews

H. C. Howard, salesman in Maine, writes in to tell us of the wonderful advantages of Maine as a vacation resort. He lists the attractions: "Good roads and plenty of them, Both sea-coast and inland water resorts, Over night camps galore, Few mosquitos, never uncomfortable at night, wonderful summer climate." Sounds pretty good to us!

Norwood Plants Team: Back Row: Reid Appleby, Walter Cleveland, Walter Sword, A. J. Winslow, John Bradley, Alan Shaw. Front Row: Robert Beattie, James Mack, Harold Murley, Albert Gilmore, John Eppich

Hazel Crandall of the Accounting Department came to work on May 1st with a beautiful diamond.

Tough break for the Norwood Baseball Team! Just before the season opened, two of the most promising prospects (?) from the Bird Club up and left for Chicago—Bill Dunn, and Jim Campbell. We hope Chicago will realize their ability, and not let such talent go to waste.

Spurred on by the pep talks of Manager Murley and Assistant Manager Kunkel, the rest of the team is off to a fine start this year. What is needed most just at present is a man who combines the hitting ability of Jim Mack with the speed and fleet foot of Reid Appleby.

Veronica Makarevich has returned to the Stenographic Department after several months at the Credit Union.

"In order that I may become more proficient in the art of 'hammering', I am open for engagements as a carpenter's assistant." To engage this assistant, write "Brownie," Credit Department, and write early to avoid the rush.

Some people have all the tough luck! Mickey the messenger boy got a new Ford the other day and then the Town of Walpole had to go and lay a new cement sidewalk right in front of his driveway. Mickey got three good nights' sleep as a result.

Now that spring is here in all its splendor, Herb Schaier is taking long trips to Springfield. What is the attraction, Herb?

We are all glad to see Myrtle Mayshaw and Mrs. Brown back with us again.

Irene Rivera attended the Grand Temple Session of the Pythian Sisters, held in Tremont Temple, Boston, May 7 and 8.

Irene Weir resigned on April 15 to take up her household duties. She is greatly missed by her fellow-workers.

W. C. Ahlgren is the happy Daddy of a baby boy born May 18.

We notice that the Customer's Accounts Department is very prosperous of late with Margaret Downing sporting her Peerless and Katherine Delaney her baby Lincoln.

Now that Peg Owens has a roadster we expect to see some speed!

Dick Winn paid us a visit recently and wished to be remembered to all his friends.

We are pleased to report that Mr. Turkington has returned to his desk, after a short illness.

In the May issue of the "Dartmouth Alumni Magazine" a picture of five members of the Hatch family is shown, all of whom are Dartmouth men. In the group is D. P. Hatch, Sr. of the Class of 1906, who is now Sales Manager of the Building Products Limited at Montreal, Bird & Son's Canadian Plant. They tell us Mr. Hatch is a great tennis player.

Have you seen the new Duplicating Machines Department? Pretty nice, and quite some different from the little room they were in before!

Mrs. Julia Lynch left the Stenographic Department to take up her duties as a housekeeper. We all wish her lots of luck.

Saturday morning, May 17, Frank Milliken, former goalie for the Bird & Son Soccer team and now pitching for the Pittsfield Baseball Club, called at the office and saw many of his old friends. Pittsfield was playing at Providence so Frank decided to run up and visit the old home town.

Peg Sheehan of the Stenographic Department is making her debut as a black-faced mammy sometime the end of May in Foxboro. Here's wishing her success.

Eleanor Whitehead has taken over the duties of Telegraph Operator and is making out very well. This work was formerly done by Catherine Dowdie.

Several of the girls in the office are sporting "Permanents." These vain women—And How!!!

Mary Hickey, Purchasing, was the recipient of a check for $5.00 from the Suggestion Committee as an award for an accepted suggestion.

Main Mill Team: Back Row: Maurice Tarr, Joseph Eppich, Fred Vietze, Ernest Oakes, Charles Rafuse, G. R. Wyman, Vice-President Bird & Son; Front Row: Edward Knaus, John Muse, Herman Barker, Thomas Burns.

OLD TIMERS' CLUB

THE annual meeting and get-together of the Old Timers' Club was held this year on Monday, June 2nd at 6:30 o'clock in the Francis William Park.

A buffet supper was served and following the speech making Milo Burke's Band, Brockton, played a band concert.

The July Review will tell details of this meeting.

"Scottie" seems to be enjoying his new Ford. His only trouble is that he has to drive with the Emergency Brake on to keep the car in control.

Boston Office

Mr. Copeland and Mr. Abbott both spent some time at the International Textile Exposition in Mechanics Building, where the Box Division had a display, and report a steady stream of interested prospects.

J. R. Maraist, of Floor Covering Sales, is receiving congratulations on the birth of a daughter, Miss Nancy Pratt, born May 4th at the New England Baptist Hospital, and reports that Master Paul is very much pleased with his sister.

Baron was so pleased with the arrival of Miss Nancy that he went out and bought a new Essex, getting such a good trade on his old car, according to report, that the new one is practically a present.

R G. Abbott celebrated the purchase of a new Chrysler by having his tonsils out. Mrs Abbott, Sr., reports that the car drives very nicely and that she is enjoying herself.

"Good Evening, Clarice," which was coached by Miss Fales for a group of Norwood young people, sailed through two performances in Norwood and one in Canton, and is reported to have been a great financial success. Ruth Davis, who helped out last summer in the Box Sales Department was one of the characters.

W. E. Hicks, Special Papers, now that the squash season is over, finds time heavy on his hands and is anxiously waiting for warmer weather and a chance to take a sailing trip.

J. C. Donnelly, accompanied by son Joe, dropped in on a recent Saturday morning, en route to the circus.

Mr. Allen paid us a short visit recently and complimented us on our new offices.

Eli Chamberlain tried to get to the Boston Office the other morning but was unable to find parking space and had to resort to the telephone.

New York Office

Elizabeth Hatfield is the latest addition to our New York Office force. We welcome her to the Bird family, and hope she will be very happy with us.

No. 1 Box Shop Team: Back Row, John Locke, Vaughn Lowerison, Howard White, Vincent Lestan, Patrick Sylvester, Everett Readel. Front Row, John Hutchins, Arthur Connolly, Ralph Watson, John Walsh, Richard Sprague

Mr. and Mrs. Benson recently took a trip to Bryantville, Mass., to attend the Golden Wedding of his parents. We understand everyone had a wonderful time. Do any fishing Tom?

Mr. McEndy certainly knows his Super Grade. Customers phone the New York Office and demand it, regardless of price, after hearing his line. A nice order was received the other day from a new (and incidentally well-rated) account, and Mac refused to take it seriously, thinking someone in the office was kidding him. Just imagine!!

If you wish to locate Mr. Fuller of the New York Office any one of these lovely Saturday afternoons, we suggest that you look for him right off left field at the Yankee Stadium.

Someone, in a poetic moment, summed up the "Private Life" of our New York Office "gang" as follows:

Fuller's fond of baseball, and Benson loves to fish.
To kid the humble (?) Hebrew is McEndy's fondest wish:
Miss Lawson studies bargains for shoes, or hose or hat,
While our very latest comer scarce knows yet where she's "at."

PAPER MILLS

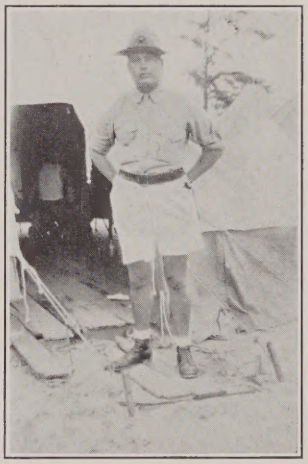
East Walpole, Mass., Mill

John E. Curran
Herbert L. Badger
Welthea Smith
Herman Nordstrom
John F. Burke
John H. Maguire
Mary Driscoll
John DeCosta

Fred Jonah has been nursing along the "misplaced" on his upper lip for the past two months, but the results are very disappointing.

Chick Kirby is still stepping out—but not so early in the morning.

Dixie certainly did some snappy dancing in her Spanish number at the recent minstrel show.



The original originator of the now fashionable "shorts." Louis Bergstrom, Main Mill inspector at Camp last summer

Patrick O'Donnell desires information on all beverages with a kick.

Dave Bowles had several stitches taken in his left ear, after being hit with a pitched ball.

We are glad to see Joseph Knaus back on the job again after four weeks of sickness.

John H. Maguire, night superintendent, is out sick at present.

We are glad to have John Muse back in Cartridge Cutting again. John has been working on the new warehouse for some time.

Norah O'Malley attended a banquet at the Rainbow Gardens on May 19th and reports a great time.

O. J. Goodspeed is doing some special work at Phillipsdale.

Martin Costello of Piping is now the proud father of an 8½ lb. baby boy born at the Norwood Hospital on May 15th. Congratulations, Martin!

We are glad to welcome Catherine Corbin to the Storeroom Office and we wish her the best of success.

She is taking the place of Statia Markewicz who has been transferred to the Stenographic Department. We also wish Miss Markewicz the best of good luck in her new work.

For several days we thought that Hal Dobbins had forgotten to wash his upper lip—and then we discovered that he was really growing a moustache. Dobby says he is in favor of developing a "drooping walrus" variety, because it is easier to care for, but most of the mill seems to be voting for a big curly one—French style—with waxed ends.

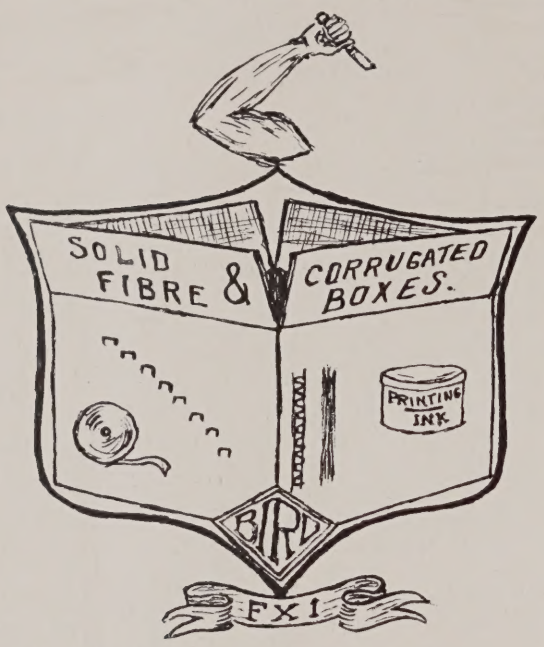
Phillipsdale, R. I., Mill

Rexford H. Salisbury *John H. Nolan*
David S. Lowry *Leslie E. Howard*

Joe Silva has bought a new Ford and he tells us he is going to keep this one new by simonizing it.

We were sorry to hear of the recent death of Pat Lynch. Pat worked here several years before his retirement in 1926.

Herbie Black has moved still farther away from the mill



The No. 1 Box Shop Shield. It is self-explanatory, except for the knife in the uplifted hand, which is a finisher's knife

and we may even expect to see him running his car to work one of these days.

The fellows at Dartmouth have nothing on our machine men when it comes to wearing shorts. They have all been wearing them, some by choice and some by persuasion. Tony Perry compromised by going fifty-fifty and after one look at himself Red Harrington bought a new pair of overalls.

Clarence Pierson, Bus Richardson, and Walter Gill got themselves lost in a one way dirt road down in South County while chasing forest fires and didn't get home until 4:00 A. M.

Herbie Chamberlain hopes that there will be no rain during the coming weekends for, with a little luck, he expects to find a few more golf balls after which he intends to take up the game.

Walter Gill completed, on May 17, a run of 44 tours or 354 hours without a break. The previous record was 253 hours which had been made by Clarence Pierson.

Service vacations have started, Frank Moreiro having taken his during the first week in April and Mike Finizie during the last week.

After much talk George Madden finally managed to get a cigar from Joe Farrell with the result that while his (George's) sight wasn't impaired he claims to have been slightly paralyzed and will smoke his own hereafter.

The long-talked-about hose contest between Captain Howard's and Captain Casey's companies was finally decided at the May drill with Captain Howard's company winning by plenty. Leonard Carlson, hydrant man for Captain Casey, had plenty of speed but he went the wrong way.

In the opinion of Ed Kelley, Joe Walsh might be a good painter but as a card player he is nothing but a mere sewer digger. They are part of the "Dirty Dozen" that makes all the noise in the brigade room after noon.

William Livingston took a week off to repair his Ford but (he says that) a more or less serious toothache prevented the overhauling so the Ford is no better.

Scotty Gibb has added the selling of ice to his already extensive express business.

Tony Castro started home last Saturday night only to find two tires flat on one side. He decided to walk.

Red Harrington is serving as an unofficial welcoming committee to the fellows coming in at 11 o'clock. We understand that he lights the way for them both going and coming.

BOX FACTORIES

East Walpole, Mass.

No. 1 Box Shop

Edward Gronroos *Charles H. Mutch* *Ralph Watson*
Herbert Lewis *Ralph Farris*

Leo Ciancarelli has returned to the Corrugated Department after working several weeks at the new Warehouse.

During a bitter argument, a prominent member of the Corrugated Department was heard to say, "According to Hoyle, You're wrong"—he must be a well-read person, we'd say.

We welcome Helen Glebus again to our fold.

Both Tynne Sulonen and Mary Gziboski are absent at present because of illness.

We are sorry to lose Algot Johnson, who left Bird & Son because of ill health.

Hans Peterson is welcomed to the Corrugated Dept.

Question: Who is the Norwood Millionaire? Answer next month.

The girls giggle and the men smile every time they look at Mike Vitsocir's "new" face. Plastic surgery, Mike?

No. 2 Box Shop

Edward Scanlon *Christine Sherer*
Catherine Brady *Anna Duffy*

Alvah Bridgham visited his Uncle Eph over the week end and had a wonderful time.

There is an unexplained scratch on Rose Friary's face. Her stories about it aren't very convincing.

Walter Hartig has exchanged his machine for a classy new Chrysler roadster.

Frank Eisenhauer has a very original poem, but he says you should know when and where to say it—an' how! All rights reserved.

Wedding bells are ringing in No. 2 Box Shop. Miles Towle and Marion Pierce were married April 15th in Walpole.

Phillis Polumbo walked in one day with a new diamond. Congratulations!

Elizabeth Florest went to a show and dinner in Boston one night recently.

It is rumored around that Anna Duffy has been waiting for June 1st, but she denies this statement—says it's "Jim" first. Believe it or not, she is waiting for a street car.

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Ralph Kolseth *Charles Savage* *Charles Watson*
John White *Edward Hiller*

We are glad to welcome William Bothwell back in Roofing Shipping.

Bill Murphy had the misfortune to sprain his ankle in his first Baseball game of the season, on Wednesday, May 14th.

Elmer Jordan has moved from High View St. to Washington St. in East Walpole.

Victor Makela, with the able assistance of his wife, planted his garden by moonlight this month.

Samuel DiFlaminies is to be married this month. Congratulations.

Nick Radzwill is improving after his appendicitis operation, and will be back to work soon.

Pat Tracey is enjoying the company of his 18 year old daughter, Margaret, who recently arrived from Athenry, County Galway, Ireland.

Admiral Driscoll has just had the bottom of his ancient schooner, "Red Wing" scraped and painted, ready for summer cruising.

The electrical department is installing a new power line for the operation of the Roofing Plant Experimental Laboratory.

Ed Wenstrom is spending much time in the vicinity of a big brown house in the Flats—How about it Ed?

Albert Surette is spending all his spare time churning the waters of New Pond in his new speed boat.

James Sword is walking to work these days—Any particular reason, Jimmy?

William McLauchlan will soon be seen driving his Nash again. He believes in trying again until you succeed.

William Bishop has bought a house on Pleasant Street, East Walpole.

Charles Seavey thought the Roofing yard would be lonesome without Doc Watson's old Chrysler, so he bought it.

Michael Sylvester is now working on the paint machine on No. 5.

Mike Sheehan and Gus Mauritz are back with us again after a long siege of illness.

Mat Phillips is now sporting a new "Roosevelt 8" automobile. Quite a classy looking job Mat.

Dick Stoddard took one week of his vacation early and we can imagine the new house and yard on Oak Street must be all cleaned up by now.

Tony Protassius, Gus Johnson, Dennis Driscoll and John Stupek had their service vacations during the month.

John Dias is now working on the Banbury Mixer.

Vincent DeLaiarro is back with us once more, now working on No. 1.

Domenic Restanio is the proud father of a baby girl, Jennie, born May 13th. Congratulations Domenic.

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell F. Lydon*

Ben Roberts made a business trip to St. Louis, Mo., and Pittsburg, Pa.

O. B. Schreen spent a few days travelling through Indiana and Michigan, visiting several of our dealers. He travelled in his new Buick which, we understand, has numerous accessories as standard equipment, including an extra mirror and a powder puff.

We were sorry to hear that Hellen Ballough's father was quite seriously injured recently, when he came in contact with a live wire blown down during a storm.

Hermon Pollock, on the 15th and 16th of the month took the Illinois examination for a Certified Public Accountant.

Marshall Meyers is as busy as a one armed fiddler, improving his back yard with an Italian sunken garden.

Mr. Wilson spent a few weeks south of the Mason-Dixon line visiting several salesmen and dealers.

Miss Mary Dougherty is employed temporarily in the Accounting Department.

A few nights ago Harold Altman, Gordon Wikelund and Bob Brebach played golf at Marquette Park. Their respective scores were: 118, 107 and 92. Some night in the near future they plan on playing the second hole.

Mr. Hird was the first of the office force to throw both a single and double ringer during the current horse shoe season.

During his recent trip to East Walpole, Mr. Hird was given a party in honor of the twenty "hash" strips he has earned in the service of Bird & Son. To keep the occasion of the party fresh in his mind, he was presented with a box of briar pipes and a pair of spats. We can understand the pipes, but why the spats?

Bird & Son baseball team opened the season on Sunday, April 27th, at Hamilton Park. Their opponents were Dinty Moore's Mad Men. The line-up was as follows:

Ray Lance, rf; Lou Lance, c; Bones Monroe, 1b; Hi-Pockets Moore, p; Deadwood Hinkle, 3b; Overalls Overholt, p; FEET O'Connell, ss; Shoemaker Jones, cf; Friday Gusich, 2b; Pee Wee George, Utility; G. Krueger, lf; Joe Voltmer, Mascot; Jim Stanek, Water Boy; Tony Ecklund, Manager.

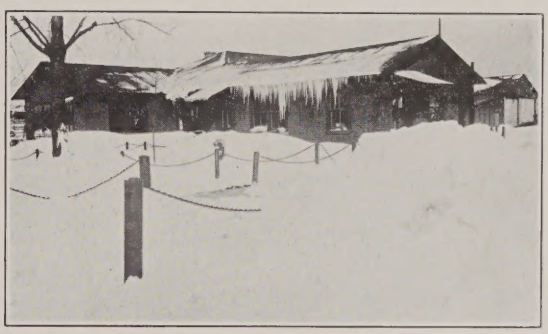
However, the game wasn't so hot. Our team was on the losing end of an 11 to 1 score, which may be accounted for by the fact that neither of our pitchers arrived on time to start the game, and it was necessary to borrow one from the opponents.

Glenn Young has a Buick Sport Coupe. Glenn says it runs fine, but the tires just will get punctures.

Shorty George has a new Chevrolet and the other day he was down saying "Good morning, Judge."

Our Master Mechanic, Henry Morman, is still confined to his bed on account of illness. We hope he will soon be up and around.

Several of the girls stepped out in their new, lightweight scenery in celebration of May Day. Henry Swanson wore his bright "yaller" galluses in honor of the occasion.



Yes, they did have a big snow storm out in Chicago on March 26th, and here's proof of it. This is the Bird Restaurant Building, taken by Eric Gach

Bill Mutch, formerly superintendent of the Bird & Son plant at Hamilton, Ont., has opened a roofing application company in Toronto, Canada.

Jean DeBerg has been extremely busy recently, housecleaning in anticipation of the return home of his family, who have been on an extended trip through the West.

FLOORING PLANT AND OFFICE
Norwood, Mass., Plant

Lloyd Smith *Lester Evans*
Tom Rogers *Lawrence Gammell* *Leo Haggarty*

Two meetings of the Horse Club have been held this month—the first at the Topsfield Riding Club as the guests of Ralph Nixon on Sunday, May 4th. Joseph Eppich was the only man to make the last ditch, and he took a cropper on the home stretch when the firemen came through the gate on their way to a woods fire.

The regular monthly meeting of the Club was held on May 17th at Cohassett. John Macchi was appointed Master of the Hounds. A special committee was appointed to plan an outing for the middle of June. The Club colors have been voted Blue and Black—worn all over.

Albert Duffy, Finishing, recently became the father of another son.

There are no flies on Marion Kissel, Office Boy. He needed a new bicycle so he wrapped his old one around a tree. He got the new one all right.

Stuart Nickerson has had Les Hathaway look over his Buick, and pep it up a bit. Hathaway is the man to do it.

Carroll Gammell of Shipping recently spent a week's vacation at work on his "plantation" in Westwood.

Francis Sheehan, Finishing, has traded in his old Roadster for a new one. Watch out, girls.

Donald Brimner of the Shipping Office has transferred to the block room.

Watch out for Frank Kissel. His first suggestion accepted and a ten dollar award at that.

Favorite songs of prominent people:

Lester Evans—"I've got a feeling I'm falling." Uhuh.

Walter Sword and Leo Clarkin—"Everything is Rosie now."

Adolphe Doucette has a new baby daughter born the 19th of May.

Joseph Lokitis, better known as the Jack Oakie of No. 3 Machine, has blossomed forth with a new Ford Sport Roadster. Nothing but the best for Oakie.

Jack Bradley of the Lab had his order in for a Buick Roadster but received a Chevrolet instead. Keep your eyes open Jack or they will send you a canoe for that speedboat you ordered.

"Have a ride?" Joseph Duffy, two and a half years old, says he's ready if you are. His father is Albert Duffy of the Flooring Plant

At last after years of patient observation and study we have found the most versatile person at the Floor Covering Plant. He is none other than Frank "Adonis" Rose of the Block Room. The record of his many accomplishments would fill a good sized volume so we will enumerate only the better known ones. They are as follows:

Magician—Throws money out of the window and finds it in your pocket.

Dancer—The nickname "Tap-tap" will vouch for his proficiency.

Golfer—Will accept any challenge, anyhow or anywhere.

Tennis—Ditto.

Gymnast—None better.

Rider—Rode the wildest nag in Wrentham to a standstill.

Actor—Has appeared in innumerable amateur productions.

Carl Hertzberg recently enjoyed a week end trip to Gardner, Maine.

Carl Hamilton thinks there are no Hot Dogs so good as the ones he gets at Medfield, Mass.

Martin Scampini now drives one of Buicks antique models.

Lester Evans broke all previous speed records to Nashua on the day of the big fire.

Clare Hayman has found out that it costs more to run a Nash than it does a Ford—even the taxes are higher.

George Johnson looks prosperous with his new Ford Roadster.

Lester Evans received an award from the Norwood Fire Chief for his heroic assistance at the fire on Park Street, May 18th.

John Smith does not have to walk from Westwood on rainy days any more. His new (to him) Studebaker coach defies water and wear.

Workers in the undercoat department think that the University of Maine made a mistake when they awarded the "M" to Rudy Vallee for the singing of the Stein Song. They should have waited to hear Robert David Wilson. He surely can whistle it and sing it continuously all day long.

Tony Panessa's wife and family arrived from Italy May 17th and are making their home at Lenox Street, Norwood.

Alex Morrison has completed over-hauling his Chevrolet and he says it runs as good as a new one.

CHICAGO OFFICE

G. B. Blackmore *V. D. Szukalla*

Mary Curran gave a shower for Peggy Fay (now Mrs. Frey) and all were invited. It was a miscellaneous shower and Peggy certainly was surprised. The party went off with a bang! Tom Howells, Harley Lageschult and Cliff Hodes were guests of honor. Peggy wants to take this opportunity to thank her many friends for their lovely gifts—too numerous to mention in the *Review*.

Cliff Hodes spent the Easter holidays in St. Louis with his folks. We wonder if that's the only attraction in old St. Louis. Answer that, Cliff!

April seems such a lovely month to come into this old world of ours and little Joanne Hindmarsh made her announcement on April 22. Daddy Bert is so proud that he was in a trance for a few days. We are glad Mrs. Hindmarsh is doing so well, and the office force sends their congratulations and also want to thank Bert for the box of candy sent in to celebrate the newcomer.

On Saturday, April 19, Phil Agnew who travels the Iowa territory and George Groendyke of the Michigan territory, spent a day in the office. We were glad to see them again.

H. Hagenbuckle and wife passed through Chicago enroute to Washington, Hank's new territory. They both spent a few hours in the office. We all think Mrs. Hagenbuckle is very sweet—lucky boy!

Mr. E. R. Clark and Mr. Sawyer, Jr., spent a few fleeting hours with us on April 29th.

Mr. Perrizo and Mr. Hanna of the Roofing Division visited us for a few hours. Mr. Perrizo was discussing advertising and Mr. Hanna, as you might know, was discussing figures—and how he knows his figures. Now, don't get us wrong—we mean mathematical figures.

We welcome Val Coerver and Eugene Moore into the Bird organization. They are now in training at East Walpole for the time when they will be full-fledged salesmen.

We wish to offer our congratulations to the Eastern Division on their good work in winning the Sales Contest, and also commend the excellent showing made by our Western Division salesmen, especially P. L. Agnew, S. G. Creden and C. A. Boiteau.

Speaking of embarrassing moments, Gladys Davis recently had her big moment when she found herself propelled out onto the middle of the floor of the Northwestern Station in a baggage truck. Did the "red-caps," policemen, etc. run toward her,—"und" how, yet! After a breathless moment of wondering whether or not we would have to bail her out, she proved her ability to evade them by doing the disappearing act like nobody's business.

MAURICE AHEARN

MAURICE Ahearn for forty-nine years on the payroll of Bird & Son, and the friend of scores of Bird employees, died at his home on May 5th.

Mr. Ahearn was one of the company's real old timers. He came to work in the Stock Handling department on April 1, 1881, and was employed there until his retirement in February 1922.

After his retirement he still took an active interest in Bird & Son affairs and in the Old Timers' Club, of which he was a member.

He is survived by his wife, Ellen, five sons and one daughter: Richard of Detroit, John of Washington, Maurice of Walpole, Mrs. Alice Coughlin of Walpole, William of Norwood and Thomas of East Walpole.

Funeral services were held at the Blessed Sacrament Church on May 8th.

Departmental Baseball League

PERFECT baseball weather started the Departmental season off with a bang on Tuesday, May 13th, when the Main Mill and the No. 2 Box Shop teams met for the opening game. President P. R. Allen and Vice-President G. R. Wyman officiated in the opening exercises as they did at the first game a year ago. Their pictures appear along with the two baseball teams which played the first night.

No. 2 Box Shop Team: Ambrose Fitzpatrick, Edgar Tarr, John DeCosta, Joseph Erker, Frank Eisenhauer, Meyer Coughlin, P. R. Allen, President Bird & Son; Front Row: Howard Whitney, Edward Hall, David Bowles, Albert Kimball, Albert Smith

The score of this first game was Main Mill 6, No. 2 Box Shop 2. On the next evening, No. 1 Box Shop met the Norwood Plants Team, and were beaten to the tune of 3 to 1. The second week's games resulted in a tie between the Main Mill and Norwood Plants Teams, which will have to be replayed, and a 6 to 0 victory for the No. 2 Box Shop over No. 1 Box Shop.

Managers for each team have been elected and are as follows: Norwood Plants Team, Harold Murley; No. 1 Box Shop, John Locke; No. 2 Box Shop, Albert Smith; Main Mill, Maurice Tarr.

Norfolk County Baseball League

BIRD & SON'S company baseball team has become a member of the Norfolk County Baseball League which opened its season with the first games on the weekend of May 31st.

Eight teams are in the League—Condit of Hyde Park, Norwood, Stoughton, Hollingsworth & Vose of East Walpole, Holy Name of Dedham, Canton, Hyde Park A. A., and Bird & Son.

The local club has elected William Murphy of Roofing Shipping as Manager and Edgar Tarr of Accounting as Business Manager.

At this writing the schedule is not quite complete, but it will appear in full, together with an account of the games played, in the July issue of the *Review*.

Two Letters from Bird Dealers

THE following letter was received just too late to be included in the special Floor Covering issue of the *Review*, but we publish it here because it comes from a dealer who has found our "Dealer Helps" of great value in increasing sales.

Bird & Son Sales Corporation
East Walpole, Mass.
Gentlemen:

We wish to take this opportunity to call to your attention that the "Dealer Helps" with which you have been supplying us are being used daily to great advantage. The Flasher sign, combined with the Department Display Cards, lend themselves well for department display purposes.

Trusting that our pleasant relations may be continued, we are

Very truly yours,
Houghton & Dutton Company
H. Cochrane, Buyer.

And this quotation from a letter written by Fred E. Barney of the Martin & Naylor Company of Gloversville, New York, shows that the new mop display is liked there too. "It is with a great deal of pleasure that I report that your Mr. Post was here today and installed a window using your "Moving Electric Cleaning Ad." This, I think, is as desirable and suggestive display as we have ever had, and your Mr. Post showed extremely good taste in the assembling."

Visitors at Our Plants During May

Phillipsdale Plant

Mr. Herholz and Mr. Sandusky of the National Asbestos Manufacturing Company, Jersey City.

Mr. Becker of Bird Machine.

Messrs. C. T. Limerick, T. R. Kashuba and L. O. Michelson of the Flintkote Company.

X. H. Goodnough of the Mass. Department of Public Health.

F. D. Smith, Metropolitan Sewer Board.

R. J. Barber, Joshua Hendy Iron Works, San Francisco.

Professor Ince of Rhode Island State College and a chemistry class of fifteen men.

Chicago Mill and Office

Several representatives of the Rockford Lumber Co., Rockford, Ill.

Mr. Earle Clark, formerly of this office, now located at East Walpole.

Mr. Smith, Plainfield Roofing Co., Plainfield, Ill.

Mr. C. H. Kilgore, Mgr. Planters Lumber Co., Jackson, Miss.

Jim Raming, our former Ohio salesman.

Joe Miller, one of our Wisconsin representatives.

Mr. Frank Young, Logansport Roofing & Supply Co.

Mr. Harry Frey, Frey Bros. Lbr. Co., Michigan City, Indiana.

Mr. McLane and Mr. Pollard of the Amalgamated branch of Logan-Long.

WHOZIT

The serious-minded Whozit of last month was Henry Olsen, who works in the machine shop.

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during the month, and of those who complete twenty or more years' service during June:

			Years
John J. White	6– 1–1891	Box Shop	39
Vitus Gleichauf	6– 7–1895	Power and Steam	35
Andrew Walker	6– 7–1897	Paper Mill	33
Michael Sheehan	6–20–1899	Roofing Plant	31
S. W. Smith	6– 8–1900	Supt. Paper Mill	30
John Fitzgerald	6–18–1901	Paper Mill	29
Charles Knaus	6– 1–1902	Paper Mill	28
Walter Sword, Jr.	6– 1–1903	Paper Mill	27
Mary Scanlon	6– 1–1906	Stores	24
James Kelly	6– 7–1906	Maintenance	24
Edward Fitzgerald	6–14–1907	Paper Mill	23
John Folan	6– 6–1908	Box Shop	22
Michael Kodis	6– 1–1909	Paper Mill	21
Kostanty Geigol	6– 1–1909	Paper Mill	21
R. L. Tupper	6– 7–1909	Box Shop	21
Michael McConlog	6– 2–1910	Paper Mill	20
William Thompson	6– 1–1920	Paper Mill	10
John Pennington	6– 3–1920	Flooring Plant	10
Fred Truco	6– 7–1920	Roofing Plant	10
C. W. Conrad	6–16–1920	Plant Engineer	10
Mary A. Geary	6–18–1920	Office	10
John Caulfield	6–18–1920	Roofing Plant	10
John Fucci	6–22–1920	Flooring Plant	10
Vincent D'Espinosa	6–23–1920	Box Shop	10
Andrew Kowalzyk	6–25–1920	Power and Steam	10
Michael Nee	6–26–1920	Paper Mill	10
Martin Wallace	6–26–1920	Power and Steam	10
Walter H. Hartig	6–28–1920	Box Shop	10
Mary J. King	6–28–1920	Office	10
Frank Clem	6–30–1920	Flooring Plant	10
David Camack	6– 3–1925	Flooring Plant	5
Wilma C. Reardon	6–15–1925	Flooring Plant	5
Carl M. Borgh	6–15–1925	Flooring Sales	5
Eva Knoll	6–22–1925	Office	5
Eleanor Whitehead	6–22–1925	Office	5
Olevine Tetrault	6–22–1925	Office	5
Margaret Owens	6–22–1925	Office	5
I. Stanley Bailey	6–29–1925	Flooring Sales	5
Emilio Necrasto	6–29–1925	Box Shop	5
Dwight Colburn	6–29–1925	Office	5
Helen Gustafson	6–29–1925	Office	5

PHILLIPSDALE

Albert Carlson	6– 9–1920	10
Anthony A. Castro	6– 2–1925	5
Alfred Battey	6–18–1925	5
John Barquist	6–26–1925	5

CHICAGO SALES CORP.

Thomas J. Howells	6– 1–1925	5
Florence Wittleder	6– 1–1925	5

SUGGESTIONS

THERE was only one suggestion accepted in Class 2 this month:

Manner of Winding 36" Rolls on No. 1 Table — Frank Kissell, FXR

The following were accepted in Class 3:

Rack for Tape in Salvage Department — Laurence Blatchford, FXG

Iron Brace — Luigi Cicolani, FBX

Protect Door Handles — Walter Cyr, FBF

Automatic Stop on DMPM2 Crane — Arthur Doderer, DMP

Weighted Hinged Board for Folding Machine — Thomas Finn, FXR

Change Position of Slitter Starter — L. R. Gammell, FFF

Method of Draining Platform — Vincent Grudinsky, DMP

Cut away Winder Post on No. 5 Machine — Vincent Grudinsky, DMP

Tab-edged Carbon Paper — Mary Hickey, K

Counter Balance at Moisture Apparatus at 1st Stack — Herman Nordstrom, DMP

Change Pattern of Former Adjusting Bracket — John Pechulis, EMM

Improvement to Chucks — William Pratt, FFR

Shorter Ductor Blades for Undercoat Machines — John S. Smith, FFN

Protect Steam Valve — John S. Smith, FFN

Lengthen Paint Pan Handle — William Walker, FFN

Control of Gyro-riddle at FBPM1 — John White, FBM

Extend Coating Valve on FBPM1 — John Wosner, FBP

A very good-looking tile installation. The new floor of T. F. Pierce & Son of Providence, R. I.

Acknowledgment

We wish to thank all our friends for their sympathy and their beautiful flowers received during our recent bereavement.

Mr. and Mrs. George C. Doderer and family

BIRD PRODUCTS

Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt — American Twins Thick Butt — NEPONSET Double Twins
American Double Twins — Hex-Twins — Lock-Butt — Individuals
Super Twins (Thick Butt) — Giant Individuals

BIRD Roll Roofing

Paroid — Art-Craft — Shingle Design — Slate Surfaced
American Ready — Old Reliable — Universal

BIRD Building Papers

NEPONSET Black — Saturated and Coated — American — Economy
Refrigerator Insulating — Paper Mulch

BIRD Wall Board

NEPONSET Board, Cream White — American Board

BIRD Specialties

Asphalt Felt — Paroid Built-up Roof — BIRD Deadening Felt
Plastic Cement — Roof Coating
BIRD Insulating Board — Art-Bric Siding

Flooring Division

BIRD Rugs — BIRD Floor Coverings — BIRD Tile Flooring
BIRD Rug Border — BIRD Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases — BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots — Tack and Screw Boxes
Flower Pot Covers

Special Paper Division

Standard Pressboard — Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes

BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

Established 1795

BIRD & SON

(incorporated)

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.
Phillipsdale, R I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

Officers

President, Philip R. Allen
Vice-President, George R. Wyman
Vice-President, Elmer H. Bartlett
Sec. and Treas., Herbert H. Miller

Directors

Philip R. Allen
Elmer H. Bartlett
Charles S. Bird, Jr.
George D. Dutton
George C. Lee
John R. Macomber
Herbert H. Miller
Howland Twombly
George R. Wyman

SALES

Paper Sales Division
Vice-Pres. and Mgr.
E. H. Bartlett

Roofing Sales Division
Manager, P. H. Bailey
Eastern Mgr., W. E. Hale
Southern Mgr., A. D. Kilham

Box Sales Division
Manager, C. H. Andrews

EXECUTIVE

Asst. to Pres., R. C. Floyd
Treasurer, H. H. Miller
Asst. Treas. and Credits, D. E. Merrill
Asst. Treas., H. E. Davenport
Purchasing and Traffic, A. H. Russell
Assistant, M. J. Hawkins
Auditor, A. H. Anderson
Labor Bureau Manager, B. D. Rogers

Research
Director of Research, G. R. Wyman
Assistant, E. M. Lines
Chief Paper Div., E. L. Connolly
Chief Flooring Div., J. E. Graham
Chief Box Div., J. B. Maguire

MANUFACTURING

Vice-Pres. and Mfg. Mgr., G. R. Wyman
Asst. Mfg. Mgr., S. B. Montgomery
Plant Engineer, C. W. Conrad
Supt. Planning Div., P. N. Hills
Supt. Paper Div., S. W. Smith
Supt. Felt Div., T. G. Henderson
Supt. Flooring Div., R. M. Wight
Supt. Norwood Rfg. Div., E. L. Chamberlain
Supt. No. 1 Box Factory, R. L. Tupper
Supt. No. 2 Box Factory, S. W. Gladding

WESTERN ROOFING DIVISION

Manager, F. H. Hird
Sales Manager, W. W. Wilson
Manufacturing Manager, B. H. Roberts

Branch Offices

Boston, New York, Chicago

Warehouses

East Walpole, Mass., Norwood, Mass., Chicago, Everett Mass., Brockton, Mass.

FLOORING SALES DIVISION

Bird and Son Sales Corporation

President P. R. Allen
Vice-President and Sales Manager, H. E. Sawyer, Jr.
Sec. and Treas., H. H. Miller
Eastern Mgr., W. B. Rogers, Jr.
Western Mgr., R. W. Westcott

Branch Offices

Boston, New York, Chicago

Warehouses

Baltimore, Camden, Chicago, Cincinnati, Cleveland, Dallas, Davenport, Denver, Detroit, East Walpole, Grand Rapids, Los Angeles, Houston, Indianapolis, Kansas City, Memphis, Milwaukee, New Orleans, Oklahoma City, Pittsburgh, Richmond, Newark, San Francisco, St. Louis, St. Paul, Sioux City

BIRD'S NEPONSET REVIEW

Vol. XVIII July 1930 No. 7

OLD TIMERS HOLD ANNUAL MEETING

Dedicate Tree To Charles Sumner Bird

DEPARTING from their usual practice of holding an annual indoor meeting with a banquet and speechmaking, the Old Timers' Club this year held an open air meeting at the Francis William Park on the night of June 2.

In memory of Charles Sumner Bird, friend of all Bird & Son employees, and the donator of the Memorial Park, the Old Timers at this meeting dedicated a tree in the Park. With funds which were collected for flowers at the time of Mr. Bird's death, and which were not used at that time, a bronze tablet has been purchased and is to be set in a cement foundation at the foot of the tree. The inscription on the tablet reads,

In Memory of
CHARLES SUMNER BIRD
this tree was dedicated
June 2, 1930
by the Old Timers' Club
of Bird & Son, inc.

The meeting opened with a buffet supper served by Holman near the Music Court at the Park. The picture shown in this issue was taken just after the supper, and just before the opening of the business meeting. At the Music Court, Milo Burke's Band of Brockton provided music during the entire evening.

The Old Timers' Gathering at Francis William Park on June 2

For the business meeting, the members gathered in the chairs provided in front of the Music Court. President James E. Smith presided, and said in part:

"Ten years ago when this Old Timers' Club was first started, the first meeting was held in the Brigade Room with a membership of 228. After a few meetings it was found necessary to move to Bird Hall so that all the members might attend. And then, within the course of a few years, it was necessary to move again, this time to the Norwood Civic Building where a still larger gathering could be accommodated. For

the last three years the annual meetings have been held on the top floor of the new Maintenance Building.

"This year the membership has increased to over six hundred, and at a recent meeting of the Executive Board, it was decided to try an open air meeting."

The Bronze Tablet at the Memorial Tree

President Smith then unveiled the memorial tablet and continued:

"At the death of Mr. Charles Sumner Bird, money for flowers was collected from all over the mill. Some of the money was left over, and this year it was decided to dedicate a tree in the Park to his memory. With the money this bronze tablet has been purchased, to be placed at the memorial tree, which stands between the main entrance and the swimming pool."

For a committee to take charge of placing the tablet at the tree, the President appointed five men as follows: Halburton Dobbins, President of the Mutual Benefit Association as Chairman; A. H. Anderson, President of the Bird Club, H. H. Miller, President of the Old Timers' Club, J. H. Smith of the Old Timers' Club, and P. R. Allen, President of Bird & Son, inc.

As is customary at the annual meetings mention was made of those who had died during the year. Three members of the Club have passed away, John Kissell in August 1929, James Tweedie and Maurice Ahearn, both in April 1930.

Henri Davenport, Chairman of the Nominating Committee, presented the following list of candidates, who were unanimously elected to office: President, H. H. Miller, Vice-President, John J. White; Secretary, Mrs. Ethel M. Stock; Directors for three years: John Sheehan, Frank Murphy.

Mention was also made of the new President, H. H. Miller, who was absent because of sickness, and it was voted that the Secretary write to Mr. Miller, expressing regret for his absence and extending the best wishes of the gathering for his recovery.

At the conclusion of business meeting, the Band Concert was continued until later in the evening, and the Park was opened to the public so that everybody might enjoy the music.

BIRD CLUB

NOTICES telling about the final Bird Club party of the season—the Annual Outing—are out, and from the program planned by the Flooring Plant Committee, which is in charge, it looks like a grand and glorious time for everybody.

Festivities begin at the Bird Club at 6:30 on July 2 with a dinner served by Holman and including Hot Baked Scotch Ham, Lobster Salad, Holman's famous Banana Fritters, and his equally famous ice cream.

Following the dinner will be an hour of entertainment by Harry Bolden, colored Artist who can dance and sing and entertain as only colored men know how.

And last of all will be a Band Concert by the Edward J. Beatty Post American Legion Band of Canton to continue until late in the evening.

The whole party this year is to be put on at the Club House grounds, and while the dinner is for members only, the members' wives and families are to be invited to the entertainment.

The Elm at the entrance to Francis William Park, dedicated to Charles Sumner Bird by the Old Timers' Club

MORE SUGGESTORS' VIEWPOINTS

YOUR reporter sauntered around the Main Mill last month, and interviewed a few more suggestors, in an effort to learn their re-action to the whole plan.

Dave Regan, Machine Shop, was one of the earliest suggestors, starting in the fall of 1914; he has submitted 38 suggestions in this interval, 16 of which have been accepted. This is 42%—an excellent showing. Two of these suggestions have received special awards. Dave is one of those men who believe in putting in only those suggestions which he firmly believes have a pretty good chance of getting over. (Some believe that putting in everything they can think of is a better plan. Both have their merits.)

When asked why he used the suggestion plan, he said he looked upon it as an opportunity to have his ideas tried out. You have an idea in your head, and you like to see if it will work out. There is some satisfaction in seeing it tried, even if it does not work, and it may get you started in another direction so that a different solution will be found.

He further stated that the only people he ever heard knock the plan are those who have never put in suggestions and who, therefore, do not realize its benefits.

Herman Nordstrom, No. 5 Machine, also started in very early—in 1913—and has submitted 129 suggestions, 29 of which have been accepted. This is 23%. You can see that he is one of the men who believes in trying everything he can think of. He likes to get the checks for his accepted suggestions—they came in mighty handy many times—but he really put in the suggestions because he wanted the improvements made. He, too, thinks it is the men who do not put in suggestions who think there is nothing in the plan, but if they should put in some suggestions and have the investigating committee talk with them, they would feel more as he does about it.

Martin King, Piping, since 1920, has put in 26 suggestions, 12 of which have been accepted—practically 50%. He says he does not go around looking for suggestions but, if he happens to run across something, he puts in a suggestion. He feels that it helps in his work and makes working conditions better, and he feels a pleasure in receiving the checks.

Louis Maida, Finishing Mill, since 1922, has put in 36 suggestions, 16 of which were accepted, 44%. In 1926, he won third prize for the largest number of suggestions accepted during the year. He feels that the plan has helped him a lot, and feels a satisfaction at seeing his ideas put into effect.

Joseph Caspignano, Finishing Mill, since 1920, has submitted 46 suggestions, 17 of which were accepted—37%. In 1926, he won the first prize for the largest number accepted, but has not put in very many since. He is unable to write them out himself, and apparently has quite a hard time getting them into shape to submit. He has promised to get at it again, though, and we expect that we shall be getting many good suggestions from him very soon.

Herman Lauble, No. 1 Box Shop, since 1921, has submitted 40 suggestions, 21 of which were accepted—53%—an exceptionally fine showing. He won third prize in 1927 and first prize in 1928 for the largest number of suggestions accepted. He will not put in suggestions unless he feels pretty sure that they are good.

Suggestion winners who express their views in this issue. Left to right: Back Row, Charles Mutch, Combiners; David Regan, Sr., Maintenance; Joseph Caspignano, Finishing; Herman Nordstrom, Paper Machines; Louis Maida, Finishing. Front Row, Herman Lauble, Combiners; Martin King, Piper

Charles Mutch, No 1 Box Shop, since 1925, has submitted 56 suggestions, 19 of which were accepted—34%. He feels that the plan gives a fellow a chance to work out his own ideas, and is a great encouragement. He added that, if a man is on the job all the time but expresses no originality, he is just another man on the job to the management; but if he puts in suggestions which improve conditions or cut down the cost of the product, he becomes more than just another man on the job—he becomes a personality.

As these men were interviewed, they were shown their suggestion records, and some instances were found of suggestions that had not been put into effect although accepted, and one was found where a suggestion had since been put into effect, although turned down. This matter was straightened out, but we want to call the attention of everyone to the fact that, whenever a suggestion which was turned down is later put into effect and no recognition shown because the suggestion was forgotten, the matter should be taken up with Harry Mann, who will see that the necessary action is taken.

VACATION PICTURE CONTEST

ONCE again we are to run a Vacation Picture Contest. Pictures may be submitted at any time up to and including the closing day, September 13.

As in previous years, there will be a Grand Prize Award of $5.00 for the best picture of all, and two prizes for each group—$2.50 for the first prize, and $1.00 for the second.

There will be eight classes or groups in which prizes will be awarded this year:

1. Camping scenes.
2. Groups (of three or more).
3. Individuals (one or two).
4. Inland scenes—lakes, streams, mountains, etc.
5. Ocean scenes—beaches, boats, etc.
6. Still life—fish, trees, flowers.
7. "At Home" pictures—pictures of local interest, excluding those which would fall under "groups" or "individuals."
8. Miscellaneous—trick pictures, unusual ones, or funny ones.

The rules are easy to follow. Here they are:

1. Pictures must be taken by a Bird & Son worker.
2. All pictures must bear the name of the taker, and a description of the snap.
3. Any number of pictures may be submitted in any and all classes.
4. The contest closes September 13. Photos may be submitted any time up to and including that day.

SUGGESTIONS

AT the meeting on June 4, the following suggestions were accepted in Class 2 and given an award of $10 each, as they represented a saving in the cost of manufacture:

Care of Paint Boxes at Night	David Camack, FFZ
Refinishing Old Plates for FXGM4	V. E. Gronroos, FXG

The following were accepted in Class 3, representing suggestions of intangible value, and were given an award of $5 each:

Line Manganese Resinate Room	Michael Connolly, FFV
Steam Pipes DMPM2 Beater	Arthur Doderer, DMP
Trap Door for Waste Boxes	Ruel Fulton, FBP
Apron for No. 1 Waxer	L. R. Gammell, FFF
Long Fingers on FXFM12	T. J. Morris, FXF
Signals at Chutes for Finishers	Frank O'Neil, FXR
Rack for Spare Pull Rolls	Henry Smith, FBM
Steam Line on FXCM1	Richard Sprague, FXC
Change Switch on Paint Pump	Hilton Taggart, FBP
Protect Back Side FBPM6 Saturating Rolls	Dominic Triventi, FBP
Enclosed Rack for Employes' Orders	J. S. Walker, EMT

The following were given an award of $10 each for having had five suggestions accepted:

V. E. Gronroos, FXG; Frank O'Neil, FXR; Henry Smith, FBM.

CAN YOU ANSWER THESE?

1. What towns and cities did the airship Neponset visit up to July 1?
2. How often is it necessary to change the felt on a paper machine?
3. How are the slate colors in Bird shingles obtained?
4. How many yards of floor-covering can No. 4 Print Machine print in eight hours?
5. How many tons of raw paper stock are consumed in a year?

Answers to these questions are on page 7.

AROUND THE WORLD

ON May 31 Mr. and Mrs. Philip Bailey completed a trip around the world which began January 11 with the sailing of the Cruise Ship "Franconia" from New York. Several thousand miles of the trip were consumed by rail and automobile journeys through some of the most important and interesting countries. The itinerary included visits to Madeira, Gibralter, Algiers, Naples, the Holy Land, Egypt, India, Burma, Malay States, Dutch East Indies, Siam, Indo-China, China, Japan, with a stop of more than two weeks in the Territory of Hawaii.

From a scenic standpoint the outstanding beauty spots were the Grand Corniche and Amalfi Drives, the drives around the New Territory and Repulse Bay at Hong Kong, the trip through Java and Bali, the inland sea of Japan, the Sacred Island of Miyajama and the Hawaiian Islands, and the Gorges and Mountains of Japan.

The ideal climate was that in our own Territory of Hawaii where there is little variation in the temperature from one year's end to the other; in fact where perfect summer weather prevails. About six weeks of very hot weather was encountered during one part of the cruise—on the voyage from Bombay to Manila. This was from February 14 to the end of March—not exactly the warmest time of year in New England.

The Holy Land and Egypt naturally held the greatest historical interest. India, because of its strangeness and contrast to Western civilization and its extremeness of magnificence and poverty, was particularly fascinating.

The greatest and most impressive structures seen were the Pyramids, the Great Wall of China, the ruined temples of Luxor and Karnak, the Taj Mahal and the Forts and Palaces at Agra and Delhi.

The beautiful Taj Mahal at Agra

Cherry Blossoms at Seoul, the capitol of Korea

Images guarding the entrance to the sacred precincts of one of the temples at Bangkok

The Great Wall of China. Notice the size of the people on top

Mrs. P. H. Bailey in front of the Great Bronze Buddha at Kamakura, Japan

Mr. P. H. Bailey on a shopping tour in Taihoka, the capitol city of Formosa

Probably the most impressive gathering of peoples were those at Benares, the sacred city of the Hindus, where crowds of people come daily to bath in the Ganges and to burn their dead. The tremendous population of these Oriental countries was especially impressive here.

Some of the foreign cities which leave an indelible impression on the mind of the visitor are—

Jerusalem, Cairo, Delhi, Benares, Rangoon, Burma, Bangkok, Siam, Singapore, Hong Kong, Peking, Shanghai.

During the trip nearly 3,000 feet of movie film were taken as well as over one hundred still pictures, some of which are shown in this *Review*.

In a trip of such long duration and covering so many places and countries, Mr. Bailey says it is difficult to decide which are the most interesting or impressive. The entire trip was far more educational and enjoyable than was anticipated.

THINK AHEAD FOR SAFETY

By Vern D. Sutton

I shot an arrow into the air,
It fell to the earth I knew not where,
'Til a neighbor demanded a handful of yens
For slaughtering one of his prize winning hens.

I playfully side-slipped a small piece of wood
To land near the spot where a nervous guy stood;
I thought it would give him a dandy surprise—
He still can see well out of one of his eyes.

I left a long air hose coiled up in an aisle,
Intending to pick it up after a while;
A man came along and he took a neat slide—
He lost twenty days and considerable hide.

I took off a guard and adjusted a screw,
And hurried along other duties to do;
The fellow who works right along at that stand
Was paid compensation for loss of a hand.

I tackled a job slightly heavy for one,
I thought I would show them how such things are done,
I gave a big heave, felt a pain in the groin—
A rupture costs worker and company coin.

I had a small scratch that a handsaw had made,
It just didn't seem that it needed first aid;
'Twas lanced by the doctor and left a big scar—
But that beat the loss of the member by far.

I turned off the switch to repair a hot line,
But didn't tie on a safety sign—
My buddy is good at prone pressure resus.,
And after an hour I was out of the muss.

I started the freight elevator without
First being real sure that the boys were all out;
A pal was thus given a four-story fall—
His wife doesn't look good in mourning at all.

It's simply bad business with danger to flirt,
It's when we are thoughtless that someone gets hurt;
So, "Watch Your Step," "Safety First;" however said,
The nub of the matter *is just think ahead.*

DEPARTMENTAL BASEBALL

IT looks as if the Norwood Plants team might have to hold a Victory Dance at the end of the Baseball Season, if they continue the way they have started. The present standing (as of June 21) shows them just 500 percent ahead of their nearest rival, the No. 2 Box Shop.

It has been a good season so far, with a minimum of postponed games and plenty of interest on the part of the players.

We list below those with a batting average of over .300, and the standing of the teams, as of June 21.

Standing of teams, June 21:

	Won	Lost	Percent
Norwood	3	0	.1000
No. 2. Box Shop	2	2	.500
Main Mill	1	2	.333
No. 1 Box Shop	1	3	.250

Those with a batting average of over .300 are as f llows:

	AB	H	Percent	Team
Ernest Oakes	17	9	.530	Main Mill
Howard White	12	6	.500	No. 1 Box Shop
Joseph Jarlis	2	1	.500	Norwood Plants
John DeCosta	9	4	.445	No. 2 Box Shop
Eugene Moore	7	3	.430	Norwood Plants
Joseph Eppich	14	6	.429	Main Mill
John Bradley	17	7	.412	Norwood Plants
Ed. Fitzgerald	8	3	.375	No. 1 Box Shop
Myer Coughlin	11	4	.362	No. 2 Box Shop
Joseph Erker	11	4	.362	No. 2 Box Shop
M. E. Tarr	9	3	.333	No. 2 Box Shop
Ralph Watson	9	3	.333	No. 1 Box Shop
Patrick Sylvester	12	4	.333	No. 1 Box Shop
Alan Shaw	15	5	.333	Norwood Plants
Charles Rafuse	18	6	.333	Main Mill
Reid Appleby	16	5	.312	Norwood Plants
Fred Vietze	13	4	.308	Main Mill

THE DICTAPHONE OPERATORS

No one seems to appreciate
What an Operator goes through,
Just to do all your letters and memos,
My dear Correspondents, for you.

If you've had a scrap with your girl friend
It comes out on the "Steno" I guess.
You twist all your sentences into knots.
On the whole the letter's a mess.

Sometimes if everything's not just right
Can't find addresses—Oh! who knows,
You cut all your instructions very short:
"Operator!!—Take care of those!"

You say "we will ship," when you mean "we can't."
Who knows whether you're right or wrong?
Why the little Operator down in VN;
To her it's an old, old song.

All they hear are the troubles of others
Confirmations of orders put through
But if you should enter that Dept.
You'd never find anyone blue.

That's a sample of real endurance
If one might call it that.
I think to these clever Operators
One certainly should doff his hat.

The VN-ers

TERCENTENARY CELEBRATIONS

WITH the Tercentenary year in full swing, we are soon to witness many celebrations of this very important anniversary year, 1930.

Because we are all interested in local celebrations and are very likely to attend some of them, we are listing a few of the bigger ones in Boston and in towns near Walpole. Mammoth celebrations are planned all over the state for the 4th, and on July 15th comes the Great Meeting in Boston. This is to be the main official celebration of the Tercentenary and noted people from all over the world are expected to be present.

From October 6 to 9 comes the National Convention of the American Legion—the largest convention to be held in Boston this year—with an attendance which will probably exceed 200,000.

Here are some of the big events you shouldn't miss this summer:

July 4—World-wide Radio Celebration. Watch the papers and tune in. Norwood—a joint program for delegates from the sixteen present towns of the original Dedham Grant. Carillon concert in the early evening.

July 12—Reenactment of the first battle of the Revolution at Concord at 4 P. M. and again at sunset.

July 14–21—Exhibition at Symphony Hall, Boston, of contributions to world civilization by racial groups of Massachusetts.

July 15—the Great Meeting at Boston with noted visitors and speakers from all over this country and the world. Speech-making at the State House and Boston Common.

July 20–26—Boston Harbor and Massachusetts Bay combined yacht club races.

August 16 (tentative)—All-day parade in Boston. 100 floats. Finest street pageant ever presented in America.

All during August many historical houses in all the towns will be open to visitors.

September 1—Labor Day parades and observances in all towns and cities.

September 9–13—Brockton Fair.

September 14–20—Boston week, in observance of the founding of the original city of Boston in 1630. July 17, illuminated night parade.

September 23–27—Worcester Fair with special celebrations.

September 29–October 11—Tercentenary industrial exposition, Mechanics Building, Boston.

October 6–9—National Convention of the American Legion.

October 13—Columbus Day celebrations, with special exercises in Boston.

Answers To Questions On Page 4

1. Arrived New Bedford May 22, Christened East Walpole May 28, Hyannis June 3, Bristol June 10 and 11, Fitchburg June 12, Revere June 13, Westfield June 14, Willimantic June 16 and 17, Norwich June 18, New London June 19 and 20, Middletown, June 21, Pawtucket June 22, Stamford June 24 and 25, Norwalk June 26, Bridgeport June 27, New Haven June 28, Northampton June 29, Turners Falls, Millers Falls June 30 and July 1.

2. Felts are changed anywhere from once a week to once a month, depending on the machine and other varying conditions.

3. All the colors used on slate surfaced shingles are natural.

4. 10,000 square yards.

5. In 1929, 49,009 tons of Raw Stock were unloaded in the Stock Handling Department.

One of the beauty spots on the links of the Walpole Country Club, a familiar place to every local golfer

BIRD'S NEPONSET REVIEW

Vol. XVIII. JULY 1930 No. 7

Published Monthly by the Employes of Bird & Son, inc.
In the Interests of the Company and Its Workers
For the Promotion of
Good Service Good Business
Good Will

MILLS: East Walpole and Norwood, Massachusetts; Phillipsdale, R. I.; Chicago, Ill.

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Do unto others as though you were the others.
—Elbert Hubbard

THE WISE WORKER

IT is a happy man who, in these days when business is none too brisk, can look in his bank book and point to a good round sum of money safely put away for his "rainy day." The man who has learned the art of saving systematically is already on the road to making a financial success of life. He may never be rich, but he will never be wholly without money, either.

Did you ever realize that it is as easy to save as it is to spend? You think nothing, nowadays, of buying a radio or a fur coat or a washing machine at so much down and a dollar a week. You can put money in the bank in exactly the same way. And once it is in the bank, it can not wear out or break or go out of fashion. It will only grow and make more money. Over a period of years you will find yourself with five hundred or a thousand dollars in the bank, instead of nothing at all.

It is no excuse to say you don't earn enough to save. What if your pay was suddenly cut a dollar a week? you would find some way to exist. Cut it voluntarily, yourself, put that extra dollar into the bank, and build yourself a bank account against your rainy day.

Your Credit Union will deduct money from your pay and help you save, or will gladly give you advice about Cooperative Banks and Savings Banks.

Don't put it off. Be a Wise Worker. Save now—and always.

TEN WAYS TO KILL AN ORGANIZATION

1. Don't go to any of the meetings.
2. But if you do, go late.
3. If the weather doesn't suit you, don't go.
4. If you do attend a meeting, find fault with the work of the officers and the members.
5. Never accept an office, it is easier to criticize than do things.
6. Nevertheless, get sore if you are not appointed on a committee, but if you are, do not attend any of the committee meetings.
7. If asked by the chairman to give your opinion on some matter, tell him you have nothing to say. After the meeting tell everyone how things should be done.
8. Do nothing more than is absolutely necessary. When others roll up their sleeves and willingly and unselfishly use their ability to help matters along, howl that the organization is run by a clique.
9. Hold back your dues as long as possible, or don't pay them at all.
10. Don't bother about getting new members. Let George and Jean do it.

THRIFTY ANSWERS

Number Five

Why Make a Will?

1. It is a moral obligation to be discharged.
2. Directs that your property be divided as you desire.
3. Avoids the possibility of no end of complications that may arise over a will-less estate.
4. Helps you to place at your loved one's disposal funds for immediate financial needs.
5. Insures a minimum of legal expense to your heirs.
6. Requires you to check up on your resources.
7. Stimulates you to make possible adequate provision for your loved ones.
8. Increases the confidence of your family in you.
9. Increases your own self respect.
10. It is a display of good business sense.

WE ARE NOT SO BADLY OFF

A comparison of living conditions in New England with those in the United States as a whole, compiled by the Research Committee of the New England Council. The figures speak for themselves.

In New England:		In the United States
12	Out of every 100 families pay Federal income taxes	9
40	Out of every 100 families own their own homes	45
53	Out of every 100 homes have telephones	43
84	Out of every 100 homes are wired for electricity	64
80	Out of every 100 adult males are gainfully employed	78
89	Out of every 100 persons have savings accounts	44
96	Out of every 100 children of school age enrolled in public or private schools	90

Sunlight Beneficial to Health, but Excessive Sunburn Should be Avoided

ALMOST every new discovery in the scientific or medical field becomes a fad and is often carried to the extreme. Scientific workers have recently shown the necessity and importance of sunlight for the maintenance of the health of children and adults. The beneficial action of sunlight in the cure of certain diseases of children and adults has also been pointed out.

One of the things which has been advocated a great deal recently, and which has proven of much benefit for children, is the sun bath. These sun baths are healthful not only because the child receives the beneficial direct rays of the sun, but also because of the fresh air which it is thus bound to receive regularly.

Scientists have shown that direct sunlight not only prevents rickets, but if given regularly, will ward off many of the illnesses which are common in children. Tuberculosis would suffer a sharp decline among children if all mothers gave this simple treatment to their children.

In giving sun baths to the children, it is well to keep the following facts in mind:

1. Exposure to the sun must be gradual or else the child may receive a sunburn.
2. At first give the baby direct sunlight for about ten minutes, increase this bath from three to five minutes daily until he receives exposure one hour in the morning and one hour in the afternoon. This will vary depending on how the skin reacts to the exposure.
3. Be sure that the exposure is carried on in some spot sheltered from the wind.
4. Sun baths may be given on enclosed porches or in the house, provided the sun can shine on the child unobstructed by glass.
5. Certain special kinds of glass have been devised which permit the passage of the majority of the beneficial rays of the sun. Such glass may be used if desired.

The above directions also apply to adults who should observe similar precautions and avoid prolonged or sudden exposure to sunlight, as injurious or even dangerous sunburn may result if the sunburn is extensive.

Sunburn Remedy

In case sunburn does occur, the following has been found to be useful:

Make a lotion as follows: Take one-half a pint of hot water and stir into it a level tablespoonful of boric-acid powder; then add 20 drops of carbolic acid, and shake well. The solution should be dabbed on the inflamed skin with a small piece of cotton or sprayed on with an automizer. It should not be rubbed into the skin. It can be applied every half hour, if necessary. If no medicine is available, cold compresses will give relief to badly burned areas.

LIBRARY NOTES

"Enrich people, then educate them."
—Confucius

WITHIN the past century, America has appreciated that education is essential for the welfare of the individual and the State, for all ages and conditions.

Particularly within the last ten years has it taken hold of the problem of adult education. A book in our library, "Why stop learning?" by Dorothy Canfield Fisher will be found of interest to those past school age. The opportunity to increase our learning and our earning power is with us, if we will devote a part of our leisure hours to study.

For light reading we suggest the following books:

Heirs	Cannon
Exile	Deeping
The two Magics	James
Book of Betty	Kelly
Day of Fortune	Matson
Passion Flower	Norris
Glenletten Murder	Oppenheim
All our Yesterdays	Tomlinson
Loyal Lover	Widdimer

Non-fiction:

To the Best of My Memory	Terhune
Way the World is Going	Wells
Crusades	Lamb

A complete list of the leaflets offered for free distribution by the Massachusetts Agricultural College has come to us. Among the subjects covered are Fruit Growing, Floriculture and Vegetable Gardening, Landscape Gardening, Soils and Fertilizers, Poultry Keeping. A postal card will bring this dependable information to your home, or inquire at the Library and we will secure it for you.

SUBSCRIPTION AGENTS

THERE is a group of men and boys, who say they are entered in the "Community Betterment Contest," who are covering Boston and vicinity selling magazine subscriptions. The Boston Better Business Bureau has issued a warning against them.

They call from door to door and tell people that they are entered in this contest, and that if they succeed in interesting 2,000 people in a contest of 10 consecutive weeks they will receive a $500 prize to help them through M. I. T. or some other college. There is really no contest to the affair, since anyone who gets 2,000 subscriptions within 10 weeks is entitled to the $500, and anybody who does win the prize is not obliged to use the money in furthering his education. The whole proposition is a misrepresentation of facts, and is just another scheme for making money.

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff *Sabina Costello* *Alice Fales*
Alice Clem *Gladys Noddin* *Beatrice Severance*
Ida Milesky *Eva Knoll* *John Andrews*
Elizabeth Lawson

Ethel Stock has been spending two weeks' vacation at her cottage on Lake Archer.

There is much rejoicing in the Roofing Sales Department—Bessie Hubbard has gained five pounds!

Everybody thought Austin Grant had his neck in a plaster cast when he appeared at the office one Monday morning.

"Happy Days are Here Again"

It was only a sunburn, however.

We welcome Rogers Weed who has taken Mr. Gillis' place as head Correspondent of Roofing Sales. "Chick" Weed was formerly our roofing representative in Rhode Island.

Flora MacDonald happily said farewell to her friends about the office before leaving on a three months' vacation in Scotland. She sailed June 15 aboard the "Cameronia" with her candy under one arm and her book under the other—both presented to her by the Box Sales Department before she left.

Nellie Patinsky invited Florence Duncan for a swim in Lake Massapoag one warm night recently, and when Florence returned, dripping wet, she found her house full of guests from Bird & Son. The shower gifts were opened and admired, and later in the evening refreshments were served. Alice Clem, accompanied by Eleanor Morse, sang a group of songs, which completed the evening's entertainment.

Florence Duncan and Thomas G. Wright, formerly of Bird & Son, were quietly married at Miss Duncan's home on Saturday, June 21. They left immediately after the ceremonies for a short trip before returning to their new home in Pennsylvania, where Mr. Wright is working with the DuPlate Glass Company of Creighton.

Mr. H. H. Miller visited the office recently and brought with him an old almanac dated 1828. It is considerably browned with age, but is still in excellent condition. Besides the regular almanac information, this book contains quite a few pages of quotations and selections. The prize of the lot is a "Selection on the Subject of Intemperance, showing the manifold evils which result from the use of Ardent Spirits." The book is at Mr. Rogers' Office in the Labor Bureau for any who care to see it.

William Maxwell left the office at 12 o'clock, Thursday, June 19, after receiving numerous wedding gifts, congratulations and good advice. The largest package was a Telechron Electric Clock, presented by the entire Cost Department. Bill was married Saturday, June 21, to Miss Doris Cuthbertson of Attleboro. They are enjoying a two weeks' honeymoon in the White Mountains.

George Campbell has just returned from a week's vacation.

Edgar Tarr has been confined to the house for about three weeks with a sprained ankle. He received the injury while running from third to home plate during the Main Mill-No. 2 Box Shop game.

Mrs. A. H. Anderson, daughter, Betty Anne and son Gilbert sailed May 30 on the S. S. Gripsholm for Europe to spend the summer.

Mrs. Rivera and Mrs. Holmes spent the three-day holiday over May 30 by motoring over the Mohawk Trail and down the Hudson. Irene reports the Graham-Paige lived up to its reputation as not a bit of trouble was encountered over the 600 miles.

Among our early vacationists is Anna Roundy who enjoyed a motor trip through New York State visiting Buffalo and Niagara Falls.

Mabel Welch was married June 16 to Nelson La Treniere in St. Mary's church, East Walpole. Several who attended reported a very pretty wedding. Best wishes for a happy future, Mabel.

We understand from reports Frank Vietze has been bringing a certain charming young lady roses. The sad part of the story is one who had previously received a bouquet from him became jealous and promptly returned it. How about it Mary?

Win Rhind is very busy on her week-ends—dressing up her cottage at Common Fence Point. We hear she wields not only the pen, but the brush.

Miss Gladys Duncan is the proud aunt of John H. Muse, 3rd, born June 16 at the Norwood Hospital.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran *John F. Burke*
Herbert L. Badger *John H. Maguire*
Welthea Smith *Mary Driscoll*
Herman Nordstrom *John DeCosta*

Festus Connolly is building a garage at his home on Washington Street.

Speaking of garages, they are Charlie Knaus's "strong weakness."

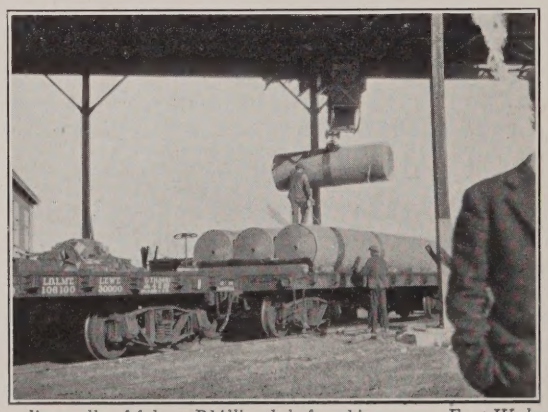
Vincent Grudinsky wants a good method of reducing. He says the old Ford doesn't rattle and shake enough.

How many of the boys saw our competent inspector, Clarence Bergstrom, on the stage of the Metropolitan Theater?

Jack Linnehan of No. 5 machine is vacationing in style. He has a chauffeur to drive him to the barber shop.

Coleman Conroy has joined the "Pineapple Cut" Club. He beat Joe Rosevitch and Mike McDonagh to a close shave hair cut.

Jim Donovan and a gang went fishing at Boston Light one



Loading rolls of felt at Phillipsdale for shipment to East Walpole

Sunday recently, and Jim almost got the biggest fish.

Lewis Keddy is selling strawberries. He says they are good for your complexion, and that they also make good wine!

Why does J. H. Maguire go to Norwood every morning? Any explanation, John?

Michael Cronin and Eric Carlson enjoyed service vacations during the month of June.

Bartley Barrett and Salvatore DelSignore are back in the Stock Handling Department, after 10 months at the Floor Covering Plant.

with a light blue umbrella. We haven't yet found out whether it was because of a bet or if his wife really is the boss of the family. He asserted his independence, however, by refusing to put it up.

New cars this month include Manuel White's Chevrolet roadster (which really is new), Bill Andrew's Chevrolet sedan and Clarence Pierson's Packard.

Charlie Cyranock has spent his two weeks' vacation making short trips from Providence. Joe Avila and John Madeiros have also had their service vacations.

Mr. and Mrs. Leonard Carlson of Phillipsdale, who were married June 19 and left for Sweden on a two months' honeymoon

Engineering

John Maitland — *Sidney Stather*
Mario Boragine — *Walter Down*

Hugh Rooney is on a service vacation.

Pasquale Ruscetti is completing all preparations for a visit to his native town in Italy.

Sam Dunn is making ready for a trip to Ireland and Scotland. Mrs. Dunn will go with him.

Paul Guttormsen is now on a part-time vacation.

Frank Whitehead and Mrs. Whitehead sailed for England on the S. S. Arabic of the White Star Line, Sunday, June 22, and we hope the voyage and their few weeks' stay over there will be one continual round of pleasure.

James Hadden starts on his vacation Wednesday, June 25. Five Islands, Maine, is the place Jim has chosen this year. Here's hoping you have a "right ripping good time."

We are glad to welcome back to work Ludwig Anderson who has been confined to his home through illness for the last few weeks.

Fred Vietze has left Bird & Son and is now working at Fleming's Bindery, Norwood, where we wish him every success.

John Rasch has returned to the Maintenance Department after working in the Roofing Plant for the last few months.

William Carr has been transferred from the Millwright Department to the Roofing Plant.

Michael Curran and Gunnar Gottberg are back among the boys in the Millwright Department.

Phillipsdale, R. I., Mill

Rexford H. Salisbury — *John H. Nolan*
David S. Lowry — *Leslie E. Howard*

Leonard Carlson and Miss Sophia Matilda Wikstrom were married on June 19 and left immediately after on the S. S. Drottingholm for an extended honeymoon which will include a visit to the bridegroom's parents in Warberg, Sweden. They expect to return on August 2 on the S. S. Kungoholm. The best wishes of all Phillipsdale go with them.

The Safety Committee for the last six months of 1930 has been appointed as follows:

R. H. Salisbury, chairman; L. E. Allen, secretary; John J. Walsh, Manuel Neves, Alfred Battey, Wilfred Couture, William D. Andrew, Charles McLoughlin, Josf Markinoski.

Herbie Chamberlain was noticed coming to work recently

It is rumored that many around Phillipsdale were interested in the English "Darby." We also understand that they were all disappointed at the outcome.

Congratulations are in order for Miss Edith M. Henderson, daughter of our superintendent, Miss Thelma S. Holter, daughter of one of our night foremen, and Miss Eleanor T. Farrell, daughter of Joe Farrell, who have just graduated from the East Providence High School.

We almost had a chance to see the Neponset which was scheduled to appear a week or so ago at the What Cheer Airport near by. For some reason or other it didn't show up and Tixy Billings got away with saying even he would go up if he had a chance to ride in it. It must be safe if he says so.

Ed Vatcher reports the arrival of Ed Vatcher, Jr., on June 18. We aren't quite sure that this is the name but it is a boy anyway.

BOX FACTORIES

East Walpole, Mass.

No. 1 Box Shop

Edward Gronroos — *Charles H. Mutch* — *Ralph Watson*
Herbert Lewis — *Ralph Farris*

Auto news of the month—

Al Kendall is rejoicing because there is another Hup owner at the Box Shop. Arthur Colburn is the owner.

Lee Ward traded twice and got a brand new Dodge.

Earl Boyden has a new Chevrolet Sport Roadster.

Ed Heaver has joined the list with a Studebaker.

Bob Morse has a new Chrysler 77 sedan.

Tony Unaly traded the Reo for a Packard Sport Touring, and was presented with the Reo. Consolation prize, or what?

James Blakeborough has left Bird & Son to paint Vermont. Good luck, Jim.

Albin Laminen has left us to see the world.

Catherine Wall has left us also. Rumor has it that Catherine and Albin were married recently.

Pat Graney and Miss Bessie Conroy are to be married soon. Pat is getting lots of advice from Carl Wurzel and the rest of the crew who work with him.

Marshall Lee has some sand for sale. Does any one want the makings of a good bathing beach?

Ralph Watson has just finished his two weeks' vacation.

Some of the boys have returned from the work on the

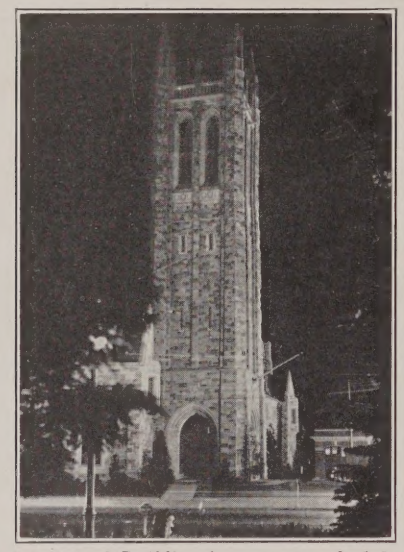
construction of the new Warehouse with a beautiful assortment of sunburns.

The new members of the Box Shop Safety Committee take up their duties this month.

Peter Nilson and Arthur Anderson crashed the gates at the Norwegian Picnic held at Willett Pond recently.

Paul Kugel has left Bird & Son to take up photography on full time.

Paul Weta and Mike Vitsocia seem to take turns visiting



Norwood Municipal Building in an unusual night view taken by Paul Kugel

Dedham. There must be some forceful attraction there Paul also spent an hilarious weekend in Connecticut recently We wonder that he ever came back at all.

Question: Who is Frenchie? Answer next month.

Answer to last month's question: Jack O'Donnell.

Ken Towle is soon to join the Benedicts and already has bought the love nest.

Bob Morse is stepping out in a new Chrysler. Some class, Pop.

Wilmer Wiggin has been appointed agent for Iver Johnson Bicycles in this district.

George Harland has opened a riding school at Moose Hill.

Joe Keefe has been seen in Needham quite often of late. Nice concerts, Johnnie?

We are glad to have Norman Wright back with us. During his illness his protegee Billie Head has done no fighting, but expects to continue now that his trainer is with him. Bill is mosquito weight champion of Slingtown.

We hear from a reliable source that Henry Dowdie has an increased appetite for "Hot Dawgs" since a recent visit to Minot's Beach, Scituate.

It is also reported that Henry is an up and coming canoe-ist. He delights in passing through bridges with motor boats all around him.

Anyone going into the banana business, should see Paul Kugel about hiring him as judge of the fruit. We have it on good authority that Paul ate nothing but bananas for two days in New York once, so he should certainly know his bananas now.

Speaking of bananas, that reminds us that we saw the Bird & Son airship circling over Hyannis all day June 3, while the Odd Fellows State Convention was being held there.

Speaking of airships, that reminds us that we have an ex-aeronaut in the Box Shop. M. B. Lee was telling how he once went up in a captive balloon, but 'twas a very tame experience. In fact, Marsh was so bored with it all that he was "wishing the rope would break so they'd have to throw out ballast to come down."

Harry Tower, Arthur Colburn, and Herb Lewis went for a picnic lunch recently.

Herb Lewis is on two weeks' vacation, touring New Hampshire and Maine, while John Locke is taking the first week of his vacation now.

Howard White is now in No. 1 Box Shop Shipping Department.

Caution: Don't touch my shoulders—Genevieve Pare.

No. 2 Box Shop

Edward Scanlon *Christine Sherer*
Catherine Brady *Anna Duffy*

Walter Hartig hates this freaky weather. Every time he cleans his car, it rains.

Alma Walsh came to work with a pretty new dress the other day. When asked where she got it she said Peter Bridgham bought it for her at Raymond's.

What attraction is there for Frank Eisenhauer at the swimming pool about nine o'clock on these dark evenings when there is no moon and only the stars light the way?

All of "Rolly" Myer's spare time is spent at his summer home at Falmouth Heights—when he isn't on the beach.

Alma Walsh thought she would never have the use of her foot again, when Ethel Havey made a misstep the other day and landed on it.

Wonderful bargain in a pink shirt, size 15 (Where U bot the Hat variety), worn only half a day. See Frank Eisenhauer.

Mary O'Donnell has returned to work after being out sick with tonsilitis.

Clemens Kaseter is spending his vacation at Nantasket.

We welcome to the Shoe Cartons department Mildred Florest and Martha McLauchlan.

We think Matty must have strained her eyes looking at tall buildings while in the Big City. She wears glasses now.

Alli Sorjanen spent a recent week end at Maine.

We would like to know who the boy friend is who left the bouquet on Frances McDavitt's desk.

Teresa Campagna welcomes Band Concerts with delight. She even walks to Foxboro to hear them.

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Ralph Kolseth *Charles Savage* *Charles Watson*
John White *Edward Hiller*

The Roofing Laboratory now boasts new constant temperature baths, both hot and cold water,—but no showers.

Warren Kumblad now takes his girl for an early morning ride from Brockton every morning. She works in this vicinity,

The Shipping Gang at Phillipsdale. as they lined up for "camera inspection" when the Review photographer visited them early in the spring. Left to right: Joseph Doyle, George Inman, Leo Howard, Manuel Neves, Manuel Oliver, Louis Doyle, Tony Dias, Joseph Perry, Frank Mello, James Cicerelli

and that gives Warren a chance to go driving both morning and night. By the way, does anyone know of an apartment to let or a cottage for sale in Norwood or Walpole?

Pompey Lagerta has had his annual pineapple crop. Not handsome, but cool.

It takes the sun to bring out the blossoms. Note the little pink spot on Milt Beasley's head since the outing?

Bill Phelps was a most welcome visitor at the Roofing plant recently, after his prolonged illness.

Stan Phillips of the Laboratory was so badly sunburned at Nantasket that he covered his back with ointment and used his shirt for a bandage.

John Benson, after trekking from Norwood to West Roxbury for two years, has become an "inmate" at the Bird Club.

Arthur McKenna and his girl friend took a trip through the air at Squantum recently. Arthur's new house is completed, and the furniture is already arriving.

Warren Manson was champion nail driver at Norumbega Park the other day. He won 12 canes.

Yes, Ray Call went to Norumbega, too, and from all reports, he believes that variety is the spice of life.

Charlie O'Connor of the Laboratory is spending his weekends in his motor boat, around Boston light.

Ralph Kemp says the fellow who originated the axiom, "Patience is a Virtue," must have owned a second hand Essex. Blow outs, burned out bearings—something doing all the time.

William Carr, transferred from the Main Mill, has taken the place of Frank Fleming in the yard.

Warren Manson made a week end trip to Philadelphia and brought back his mother on the last lap of her journey from Florida.

John Conroy is very much interested in the raising of hens, in fact he intends to lecture on the subject. His latest information is that $500 for a hen is nothing out of the ordinary. He is known as the "hen man of Norfolk."

Ralph Simmons made a flying trip to Maine over the weekend.

We are glad to see Marco Michienzie back after his illness.

Albert Surette has sold his outboard motor boat, and will build a larger and speedier boat.

Elmer Ecklund spends his weekends on the Cape, fishing.

Sam DiFlaminies is hereby congratulated and given the good wishes of his fellow-workers on his marriage on June 15. Sam and his wife went on a short trip to New York. We hope this important step will not affect his bowling average.

Mike Mohan, "Uncle Sam," Andy Manimon, and James Porchiunsky have all enjoyed their vacations.

Giustino Calderoni is now a citizen of the United States. Congratulations.

Timothy Dowling spent his vacation seeing the sights of Norwood.

Elmer Jordan has moved from Highview St., Norwood, to Washington St., East Walpole.

Elmer Jordan, Eugene Donicelli, Louis Dalksever and Mike Damules have had their service vacations during the month.

John Ahearn is spending his idle hours painting his home.

Pasquale Alberico couldn't get along without a car so we now see Patsy driving an Essex Coupe.

Tony Protassium is sporting a new Ford.

We are very sorry to hear of the death of John White's Mother in England, on June 16.

William Bothwell is on his vacation.

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell F. Lydon*

Ben Roberts left for a vacation in Wisconsin, after which he will report to East Walpole, where he has been transferred. We are sorry to lose him, but congratulate him on his promotion. To Glenn Young, who takes over Ben's work, we also extend our congratulations and the knowledge that he has the support of the entire organization in his new position. Ben was presented with a wrist-watch by the Chicago force before he left. Mr. Hird made the presentation.

Have you noticed that "Mark" Hanna is sporting the first "crew" haircut?

To Helen Ballough, whose father passed away recently, we extend our sympathy. Also to Mrs. Andres and Mrs. Zimmer, whose brother died as a result of injuries received in an accident.

Miss Irene Kelly is taking care of our switchboard during Miss Leonhardt's vacation. Miss Leonhardt will spend her two weeks in Chicago.

Others who have gone on vacations recently are: Herman Pollack, Vi Zimmer, Mary Leuver, May Andres, Ernest Grosscup and Jaunita Amerman.

The hair-pin turn on the Mohawk Trail. Taken on a recent trip there by Herbert A. Schaier

Harry Jansen recently underwent an operation for appendicitis.

We welcome Alice Rack, who is doing some temporary work in the Accounting department.

There has been an epidemic of black and white, and tan and white shoes around the office lately. Must have been a fire sale somewhere.

Mr. Hird recently spent a week end with Mr. and Mrs. Roberts at Sayner, Wisconsin. He reported an abundance of fish for local consumption, but was unable to get any for shipment to Chicago. Mr. Roberts made good on his promise and provided some brook trout for breakfast the first morning Mr. Hird was there.

We are sorry to hear of the death of Nick Schreiber's brother George, who passed away last week. George worked here for a while in the Shipping Department.

Walter Bauer, as perhaps some of you have noticed, is raising a mustache.

Anne Kelly and Vi Rice took first and second money respectively in a pool on the Derby.

Florence Morman, staff artist of our weekly publication, spent her evenings during the recent Health Show, at the Coliseum, making sketches from life.

Al Bohnenberger has a new Nash. Have you seen it?

Henry Morman, who has been ill for some time, has entered a sanitarium at Milwaukee for treatment.

I am sure that everybody will be delighted to hear that the Safety Trophy, which is held by the division of Bird & Son's business that has gone the longest without having a lost time accident, came to Chicago the other day. The carefulness shown by this organization which resulted in our "No Accident" record pays immediate dividends to all concerned because it is expensive and painful to have a lost time accident. Without the co-operation, or rather team work, of the entire organization, the record which resulted in this trophy being awarded to Chicago, would not have been made. Let's all resolve that through individual effort this trophy will permanently remain in Chicago. —F. H. Hird

FLOORING PLANT AND OFFICE

Norwood, Mass., Plant

Lloyd Smith *Lester Evans*
Tom Rogers *Lawrence Gammell* *Leo Haggarty*

The boys of the Horse Club enjoyed a visit at the Milton Riding Club, June 15, 1930. They had a jockey race. Mickey

Hart was the winner, and Joe Lokitis, second. The Hurdlers were John Eppich and George Johnson, who tied for first place. Walter Sword was kept busy quieting some of the bad horses for the new members.

The next meeting is planned for July 5 at Mt. Greylock Hunt Club, Housatonic, Mass. The Committee for arrangements is the President and the Secretary.

Tom Mullane of No. 3 Print Machine is organizing a class in Geography. All foreign countries, barring none, and the seven seas. Mr. Mullane, formerly of the U. S. Navy and various trading company ships, knows his stuff.

James Harper was recently confined to his bed for a few days.

Andrew Stupeck has returned to work after his operation.

Stephen Surpont has had his head shaved after the style of "Jiggs." He is all set for the hot weather now. We only hope that we don't have another cold spell suddenly, else he might catch a cold in his head.

The Finishing Department recently had a little excitement, caused by a fire on the wiper of No. 1 Inspection Table. The fire was quickly extinguished with out any damage being done, due to the prompt action taken by the workmen.

Larry Gammell has sold his motorcycle. He prefers four wheels to only two.

Elton Hamilton, Print machine foreman, is certainly in luck. He is the proud father of "twins." There seems to be a growing congregation of proud fathers in the Floor covering plant lately.

The following men will attend the annual tour of duty with the local unit at Camp Devens, from July 5 to 19, inclusive.

James R. Hanley, 2nd Lieutenant; Elliot E. Webber, Quartermaster; Laurence R. Gammell, Clerk; David E. Boyden, Mechanic; Frank G. Kissel, Clement F. Coughlin, Earl O. Boyden, Ralph H. Clark, Ralph R. Clifford, James H. Ellis, George L. Keddy and Henry A. Kramer of the Bird Machine Co., South Walpole, Mass.

Elliot Webber will soon have his antique "Reo Thunder Cloud" on the road again. He's got plates for it anyway.

Clement Coughlin and Gerald Hart enjoy moonlight swimming at Willet Pond.

David Boyden has another motorcycle. We hope it lasts longer than his other one did.

John Healey learned while digging out his cellar that foundations are put under chimneys to hold them up.

Lester Evans, Walter Sword and two friends enjoyed a canoeing party at Norumbega Park recently.

George Johnson spends his weekends at Newport Beach, since he has purchased his new roadster.

Thomas McColgan has returned to work after a week's vacation.

John Smith started on a vacation trip down through Maine. After he had gone about 300 miles, his Studebaker began to sound like a cement mixer, so he left it at a garage and came home by train. He is now planning another trip to get his car.

CHICAGO OFFICE

G. B. Blackmore *V. D. Szukalla*

The regular Bridge party was held on May 26 and, as usual, a great time was had by all. Mary Sweeney and Helen Behrens were hostesses. Prizes were won by Mary Curran, Mary McWade and Lillian Moe. Our Bridge parties will be in full swing again in September. We are discontinuing them for the summer months.

On May 19 a miscellaneous shower was given for Mary Sweeney. She received some lovely gifts from her many friends. This seems to be the time to announce that Mary Sweeney will not return from her vacation as she is going to take up household duties instead. We know we will miss her pleasant personality around the office. We wish her good luck and lots of happiness. Miss Mitchell is taking over Mary's work and we feel sure she will win our dealers' confidence just as Mary did.

Mr. O. J. Westcott, Mr. R. W. Westcott's uncle, was elected president of the Hamilton Club of Chicago and although R. W. W. is very modest about it, we know he feels proud to have such an honor conferred upon his uncle.

We note Mr. Westcott is wearing a Phi Delta Kappa service key. Miss Moe tells us that this honorary fraternity is awarding this key to those of its members who have served at least seven years in professional work. Mr. Westcott was elected to Phi Delta Kappa at the Harvard Graduate School of Education and was superintendent of the Walpole schools before he became associated with Bird & Son.

Vacation time is here and those who took early ones are Cliff Hodes, Peggy Frey and Tom Howells.

Speaking of Tom Howells, he was married on May 31 to a very sweet young lady by the name of Beatrice Tewkesbury from Wales, and that accounts for the happy smile Tom wore before he went on his honeymoon which we all envy—two months abroad. The happy couple will spend most of their time in Wales, both having relatives there, and will briefly visit the continent, taking in France and Germany. The office employees and city salesmen presented a silver tea service to Tom and his bride.

George Groendyke and Phil Agnew spent a few brief hours in the office on May 31.

It is said that Cliff Hodes, while on a vacation in St. Louis, played a round of golf at the Westboro Country Club in a neat 120 net. He claimed his own clubs were in "hock" in Chicago!

We are pleased to have Scotty Whitelaw back with us again.

And speaking of "busting into society," two of our girls, Virginia Szukalla and Mary McWade, who belong to the Beta Chi Sorority attended their Convention which was held at the Drake Hotel during the 5th, 6th and 7th of June. With their description of their good times, such as formal dinner, trip to Chinatown, meetings and, last but not least, their formal dance, we were all "a-twitter" wishing we could have seen them. We warned them that we were all going to be at the Drake the evening of their formal dance to take a peek at them, but then thought probably they wouldn't want to recognize "us of the common herd."

BIRD & SON BASEBALL TEAM

FOUR wins, two losses, and a tie with Canton is the story so far for Bird & Son in its games in the Norfolk County Baseball League.

We got off to a fine start this year, with four straight victories at the beginning of the schedule. The first game was with Stoughton at the East Walpole Field, on June 1 and the final score Bird & Son 19, Stoughton 8. The game with Norwood was next with a 13 to 5 victory for our team. The next game, with Condit, proved more interesting with a closer score—7 to 5 in favor of Bird & Son. Hollingsworth and Vose decided not to run up any score at all, and the game with them finished with a 4 to 0 victory.

The first setback of the season came in the game with Dedham on June 15th, when Dedham took 5 runs and Bird & Son only 4. In the Hyde Park game, although Bird & Son got 9 hits to Hyde Park's 8, five Hyde Park men reached home, to three of Bird & Son's.

In the most recent game, as we go to press, Canton and Bird & Son tied 4 to 4 at the end of the sixth inning, when the game was called on account of rain.

The standing of the league as a whole is not available at the present time, but it is fairly certain that Bird & Son is well up on the list. Next month we will know final results of this first

schedule, which finishes during the week of July 14.

Those with a batting average over .300 are:

	AB	H	Average
Howard White	30	13	.434
Ernest Oakes	26	1	.424
Fred Vietze	17	7	.411
Joseph Eppich	22	9	.409
John Duffey	24	9	.375

EAST WALPOLE TENNIS CLUB

TWO tennis matches with out of town teams have already been played this month, the first with Needham on June 7, and the other with the Woonsocket Y. M. C. A. on June 14.

With Needham the final score was Needham 4, East Walpole 2; and with Woonsocket, Woonsocket 5, East Walpole 2.

Those who played for East Walpole in one or the other of the matches were Frank Clem, Peter Clem, Frank Reynolds, Ollie Barr, Frank Vietze, Donald Kirkpatrick. A return match with Woonsocket will be played on August second.

In addition to these special matches, a ladder tournament schedule has also been arranged, and several challenges have already been played off. Rules for this tournament provide that any man may challenge any of the three men just above him, and in the event of a win by the lower man, they exchange places on the ladder. Challenges must be accepted and played within a week, except in case of vacations or other previously scheduled matches.

The playoff will begin the first week in September, and will include the first six on the list. The finals will be finished not later than the 21st of September.

As of June 19, the standing was as follows:

1. Donald Kirkpatrick
2. Frank Clem
3. Edgar Tarr
4. Ray Young
5. Perley H. Mudgett
6. Peter Clem
7. Carl Clem
8. Gordon Wilson
9. Ollie Barr
10. Richard Sprague
11. Ralph Kemp
12. Roy A. Smith
13. W. J. Miller
14. Donald Chase
15. R. Perdue
16. Frank Reynolds
17. B. D. Rogers
18. Frank Vietze

VISITORS AT OUR PLANTS DURING JUNE

Main Mill

East Walpole, Mass.

The following officers from the Army and Navy (Harvard Business School) visited us on June 6: W. J. Ungethuem, Captain U. S. A.; R. L. Mabon, Lt., U. S. N.; C. H. Gibbons, 1st Lt., U. S. A.; A. J. Eddy, Lt. U. S. A.; and H. W. Bobrink, Captain, U. S. A.

Mr. Sandersky and Mr. Herbolt of the National Asbestos Company.

Mr. Edward D. Wright, Chief Engineer, and D. A. Wong, Chief Chemist of the Fitchburg Paper Company.

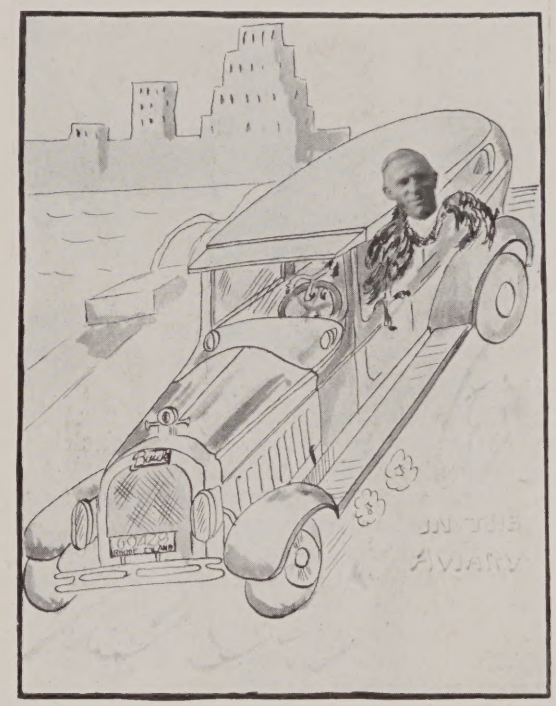
Col. Frank L. Locke of M. I. T.

Chicago Flooring Office

J. S. Hertog of the Rector Company, Minneapolis, Minn.
Mr. L. Schoff of Montgomery Ward & Co., Des Moines, Ia.
Mr. Ed. Hoffman of Bannon's Inc., St. Paul, Minn.
Mr. L. Mellen of Carson Pirie Scott & Co., Chicago.
Mr. I. Voss of Wieboldt Stores, Chicago.
Mr. Guilford of Hartman Furn. & Cpt. Co., Chicago.
Mr. Sparris of Consolidated Mills, Detroit, Mich.
Mr. Baley of M. J. Federman, Inc., New York City, N. Y.
Mr. Cross of L. Feibleman & Co., New Orleans, La.
Mr. P. Brown and Mr. H. Lindberg of Leath & Company.
Mr. H. Smith of O. W. Richardson & Co., Chicago.
Mr. Primm of J. Kennard & Sons, Inc., St. Louis, Mo.
Mr. Leitz and Mr. Lasher of Leitz-Lasher Co., Minneapolis, Minn.
Mr. Brooks of Crowley-Milner & Co., Detroit, Mich.

Chicago Roofing Division

Mr. Rugen and Mr. Beeson of The Ruberoid Company.
Messrs. Porter and McCarthy of the Malcor Roofing Co., Aurora, Ill.
Mr. Kolbe, Logan-Long Company.
Mr. Logan, Amalgamated Branch of Logan Long Company.
Mr. R. E. Davidson and his brother, Henderson, Ill.
Messrs. O'Neil and Paulsen of the Ford Roofing Products Co.



TOMMY GROUSE

Have you ever heard of Tommy Grouse—
A Scotch bird, true and canny?
Instead of the moors, he roams the flats
At Phillipsdale; and he's clanny.

The grouse are very speedy birds—
Tommy Grouse is as fast as the best;
He whizzes about in his Buick car,
And gets in ahead of the rest.

That Buick car is his joy and pride,
In service it beats them all;
In economy, all others have to fight
With their backs against the wall.

Our Tommy Grouse is seldom seen
Outside of Rhode Island's bounds;
He's a busy "Bird" and spends his days
At his own plant, going the rounds.

But when he comes to East Walpole
His friends greet him with a smile;
They're always glad to see him
And hope he'll stay a while.

The Mocking Birds

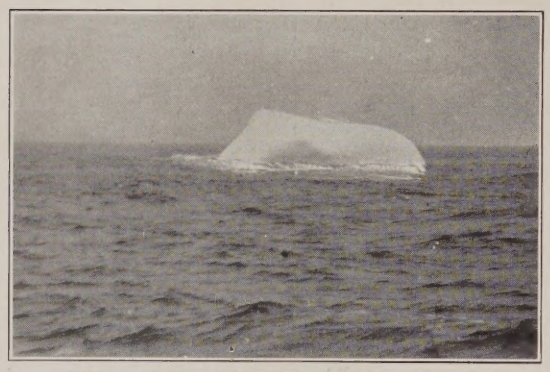
GIRLS' TENNIS CLUB

THE following officers have been elected for The Girls' Singles Challenge Tournament this year:

Genevieve Pare, President
Dorothy Hartig, Secretary
Louise Percy, Treasurer

The rules covering the tournament are as follows:

1. Any player may challenge any other player in the group next above her.



Mrs. William Banks, wife of Phillipsdale's Master Mechanic, took this picture of an iceberg in the Atlantic, taken from the S. S. Scythia on May 20

2. If the challenged player does not accept the challenge she automatically defaults and exchanges places with the challenger.

3. Matches must be played within one week from the date of the challenge.

4. If the match is not played within one week the player causing the delay must default to the other player.

5. After playing a match each player must play a match with some other member before challenging each other again.

6. The winner of each match must report the result of the match to the Secretary the next morning, so that the boards may be kept up to date at all times.

7. Courts 1 and 2 are reserved for the exclusive use of the Girls' Tennis Club.

The Tournament Committee has made the following drawings for the Singles Tournament:

Group A
Catherine Dowdie
Margaret Turner
Alice E. Clem
Katheryn Broderick
Ernestine Campbell
Bertha Broadley
Evelyn Wadleigh
Julia Lewis

Group B
May Walsh
Statia Makarevich
Berta Kugel
Betty Lamore
Muriel McDonald
Phylis Polumbo
Veronica Makarevich
Ethel Duncan

Group C
Martha C. Clem
Margaret Delaney
Ann Brennan
Congetta Civale
Eva Knoll
Hope Spiers
Nellie Patinsky
Hazel Crandell

Group D
Mary Stone
Wilma Reardon
Dagmar Peterson
Louise Percy
Genevieve Pare
Dorothy Hartig
Anna Kelliher

VETERANS' SERVICE LIST

			Yrs.
James J. Geary	7- 9-1883	Paper Mill	47
Elmer Bartlett	7-25-1885	Vice-President	45
Thomas Graney	7- 8-1890	Maintenance	40
Martin King	7-14-1892	Maintenance	38
James Hammond	7-14-1894	Paper Mill	36
W. F. Geary	7- 1-1896	Finishing Mill	34
Eric Anderson	7- 2-1898	Maintenance	32
Andrew Mannimon	7-28-1898	Roofing Plant	32
James Hadden	7- 1-1903	Maintenance	27
H. B. Fuller	7- 1-1905	Box Sales	25
Sam Graves	7-16-1906	Janitor—Main Office	24
C. H. Andrews	7-10-1907	Box Sales—Manager	23
A. H. Russell	7-27-1907	Manager—Purchasing Dept.	23
John Graney	7- 8-1908	Flooring Plant	22
Fred Weiss	7-23-1909	No. 2 Box Shop	21
Margaret Downing	7-20-1915	Main Office	15
Joseph A. Sheehan	7-23-1915	Maintenance	15
Ethel Duncan	7- 1-1920	Main Office	10
William Gordon	7- 2-1920	Roofing Plant	10
Howard S. Whitney	7- 6-1920	Main Office	10
Antonio Arventuroso	7- 6-1920	Paper Mill	10
Matthew Phillips	7-12-1920	Roofing Plant	10
Julis Zikar	7-13-1920	Flooring Plant	10
Carlo Salvatorelli	7-14-1920	Paper Mill	10
Francis Monahan	7-19-1920	Flooring Plant	10
Elmer Bursley	7-26-1920	No. 2 Box Shop	10
Ambrose Fitzpatrick	7- 3-1925	No. 2 Box Shop	5
Earl Davis	7- 6-1925	Research Laboratory	5
William Fitzgerald	7- 7-1925	No. 1 Box Shop	5
John Cook	7- 8-1925	No. 1 Box Shop	5
Charles Haak	7- 8-1925	No. 1 Box Shop	5
Carl Johnson	7- 8-1925	No. 1 Box Shop	5
Mary Long	7- 8-1925	No. 1 Box Shop	5
Gladys Noddin	7-13-1925	Main Office	5
Walter Storkus	7-13-1925	Flooring Plant	5
Michael Conley	7-15-1925	Flooring Plant	5
James Sheptycki	7-16-1925	Flooring Plant	5
Thomas Durkin	7-21-1925	Flooring Plant	5
Frank Michienzie	7-21-1925	Roofing Plant	5
Annie F. Brennan	7-27-1925	Main Office	5
PHILLIPSDALE			
Joseph Betencourt	7-28-1920		10
CHICAGO ROOFING DIVISION			
Joseph Voltmer	7-13-1920		10
Nicholas Schrieber	7-15-1920		10
Herman Pollock	7- 8-1925		5
Chicago Sales Corporation			
Anthony Soltan	7- 6-1925		5

ACKNOWLEDGMENTS

We wish to express our sincere thanks to the members of the Mutual Benefit Association for their kind expressions of sympathy in our recent bereavement.

Mrs. Maurice Ahearn and family

I wish to thank my fellow workers for the beautiful flowers sent during my recent bereavement.

August Hildebrand

I wish to thank all my friends at Bird & Son for their kind expressions of sympathy during my recent bereavement.

John H. White

BIRD PRODUCTS

Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt — American Twins Thick Butt — NEPONSET Double Twins
American Double Twins — Hex-Twins — Lock-Butt — Individuals
Super Twins (Thick Butt) — Giant Individuals

BIRD Roll Roofing

Paroid — Art-Craft — Shingle Design — Slate Surfaced
American Ready — Old Reliable — Universal

BIRD Building Papers

NEPONSET Black — Saturated and Coated — American — Economy
Refrigerator Insulating — Paper Mulch

BIRD Wall Board

NEPONSET Board, Cream White — American Board

BIRD Specialties

Asphalt Felt — Paroid Built-up Roof — BIRD Deadening Felt
Plastic Cement — Roof Coating
BIRD Insulating Board — Art-Bric Siding

Flooring Division

BIRD Rugs — BIRD Floor Coverings — BIRD Tile Flooring
BIRD Rug Border — BIRD Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases — BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots — Tack and Screw Boxes
Flower Pot Covers

Special Paper Division

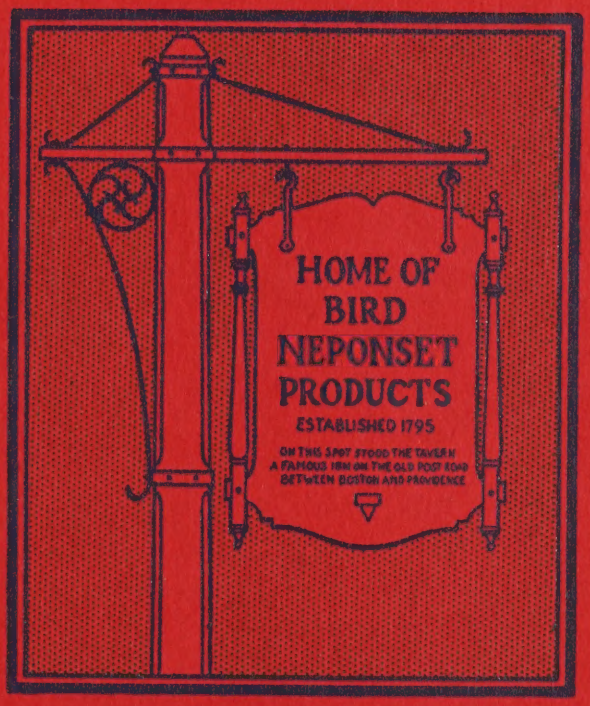
Standard Pressboard — Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes

BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

{List of Bird Products on Inside Back Cover}

BIRD'S Neponset REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole, Mass.



Roofing Quarterly

VOL. XVIII NO. 8 AUGUST 1930

Established 1795

BIRD & SON

(incorporated)

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.
Phillipsdale, R I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

Officers

President, Philip R. Allen
Vice-President, George R. Wyman
Vice-President, Elmer H. Bartlett
Sec. and Treas., Herbert H. Miller

Directors

Philip R. Allen
Elmer H. Bartlett
Charles S. Bird, Jr.
George D. Dutton
George C. Lee
John R. Macomber
Herbert H. Miller
Howland Twombly
George R. Wyman

SALES

Paper Sales Division
Vice-Pres. and Mgr.
E. H. Bartlett

Roofing Sales Division
Manager, P. H. Bailey
Eastern Mgr., W. E. Hale
Southern Mgr., A. D. Kilham

Box Sales Division
Manager, C. H. Andrews

EXECUTIVE

Asst. to Pres., R. C. Floyd
Treasurer, H. H. Miller
Asst. Treas. and Credits, D. E. Merrill
Asst. Treas., H. E. Davenport
Purchasing and Traffic, A. H. Russell
Assistant, M. J. Hawkins
Auditor, A. H. Anderson
Labor Bureau Manager, B. D. Rogers

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Director of Research, G. R. Wyman
Assistant, E. M. Lines
Chief Paper Div., E. L. Connolly
Chief Flooring Div., J. E. Graham
Chief Box Div., J. B. Maguire

MANUFACTURING

Vice-Pres. and Mfg. Mgr., G. R. Wyman
Asst. Mfg. Mgr., S. B. Montgomery
Plant Engineer, C. W. Conrad
Supt. Planning Div., P. N. Hills
Supt. Paper Div., S. W. Smith
Supt. Felt Div., T. G. Henderson
Supt. Flooring Div., R. M. Wight
Supt. Norwood Rfg. Div., E. L. Chamberlain
Supt. No. 1 Box Factory, R. L. Tupper
Supt. No. 2 Box Factory, S. W. Gladding

WESTERN ROOFING DIVISION

Manager, F. H. Hird
Sales Manager, W. W. Wilson
Manufacturing Manager, B. H. Roberts

Branch Offices

Boston, New York, Chicago

Warehouses

East Walpole, Mass., Norwood, Mass., Chicago, Everett Mass., Brockton, Mass.

FLOORING SALES DIVISION

Bird and Son Sales Corporation

President P. R. Allen
Vice-President and Sales Manager, H. E. Sawyer, Jr.
Sec. and Treas., H. H. Miller
Eastern Mgr., W. B. Rogers, Jr.
Western Mgr., R. W. Westcott

Branch Offices

Boston, New York, Chicago

Warehouses

Baltimore, Camden, Chicago, Cincinnati, Cleveland, Dallas, Davenport, Denver, Detroit, East Walpole, Grand Rapids, Los Angeles, Houston, Indianapolis, Kansas City, Memphis, Milwaukee, New Orleans, Oklahoma City, Pittsburgh, Richmond, Newark, San Francisco, St. Louis, St. Paul, Sioux City

BIRD'S NEPONSET REVIEW

Vol. XVIII *August 1930* No. 8

THICK BUTT SHINGLES AND ART-BRIC SIDING

TWO PRODUCTS WITH AN ENVIABLE REPUTATION

IT is always a pleasure to talk with friends about good things, and so on this first page of the Roofing Quarterly of the Neponset *Review*, we are happy to talk with our dealers and all our other friends about two of the best things we know—the BIRD THICK BUTT SHINGLE and ART-BRIC SIDING.

The beautiful brick residence of Mr. Eugene Endicott of Sumner Street, Norwood. Bird Thick Butt Shingles give beauty, as well as absolute protection, to the roof

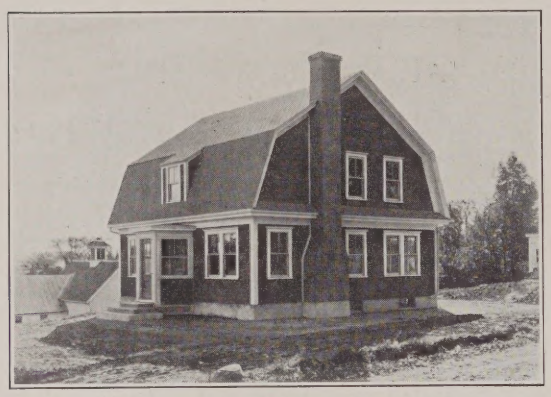
Thick Butt Shingles, although a recent development, are no longer a new product. They have passed their experimental stage, and proved to dealers and builders alike that they are a better shingle, with all the advantages of the heaviest of shingles, and without the disadvantage of excessively high price. They are "thick where the wear comes"—on the exposed surface. And this thickness means added life and added protection. An extra layer of asphalt and an extra layer of slate afford a double thickness which keeps the weather out, and an added weight which holds the shingles firmly to the roof and prevents their blowing up.

And while these shingles are giving this extra service, they are at the same time adding new beauty to the homes on which they are applied. Their thickness, together with the black slate which shows through the cut outs, make them stand out like heavy slate shingles, with deeper shadow effects and a firmer, more solid appearance.

They have been properly manufactured by men who know what varying weather conditions demand of a good shingle. All their thickness and extra wear is added on *one* side of the shingle —the exposed side. This means that they retain the flat, smooth back which fits snugly to the roof. Uniform quality is assured, and high cost is eliminated, because every shingle is machine made.

Art-Bric a Siding—Not a Shingle

When we talk of Art-Bric Siding, many people think we refer to a shingle which has been made over for use as a siding. But such is not the case. It is a new product, unlike anything before put on the market.



Art-Bric Siding on the home of Fred Ames at Farmingdale, Maine

For remodelling, without the expense of painting, it is unequalled. And for new work it is constantly coming more and more into favor with thrifty people who realize the advantages of a siding that does not require frequent and costly painting jobs.

It is made in strips easy to handle and easy to apply. The colors are red and buff, and look well when used together or by themselves. When properly applied, this siding looks very much like real face brick with recessed mortar joints,—so much so, in fact, that the following story is told about it.

An old, near-sighted traffic officer in Milwaukee was watching the application of Art-Bric Siding one day and was heard to remark that he certainly had seen a lot of changes in his life; first the automobile, then the flying machine, and now here they were laying brick and mortar in one operation!

We can't vouch for the authenticity of this story, but we can vouch for the fact that this new siding is a wonderfully good imitation of real brick.

Often, in mid-winter, there are long spells of weather in which it is impossible to lay roofs because of the snow. But Siding *can* be laid equally well in summer or winter. Snow cannot delay the work, and as the siding is applied right over the old clapboards, in remodelling work, there is no inconvenience to the occupants of the house.

The field for the sale of Art Bric is unlimited. It has just begun to be worked, and for the alert dealer and builder it offers infinite possibilities. For remodelling, for new work, and for factory buildings and offices, this new, fire-retardent, modern siding will be used more and more. It is a product that every building and roofing dealer should carry.

REPORT TO YOUR FOREMAN

Again we reiterate one of our most important Safety rules. It is "Report to your foreman all injuries, no matter how small."

Just the first of this month a workman received a paper cut and went into another department to get first-aid. He found the box unlocked, helped himself to mercurochrome and continued on about his work. Several days later he told his foreman as the injury had started to pain him. He was immediately sent to the First-Aid Hospital. In the meantime the injury had become infected and blood poisoning had set in. It was then necessary to send the man to the hospital. Fortunately it was in time and the man has now left the hospital after several days' stay.

Thus another lost-timer was marked up against his division. How much better it would have been for this workman to have told his foreman so that the latter could have advised him and followed his case. Much pain and suffering could have been avoided.

CAN YOU ANSWER THESE?

1. How many men are required to run each Paper Machine?
2. How much waste is collected from the Shartle breakers each week?
3. From what countries do most of the rags at Phillipsdale come?
4. What is the longest long distance telephone call that has ever been put through our office?
5. What is the height of the letters on our aerial signs?

Answers to these questions on page 4.

The home of D. A. Field, Hyde Park, Mass.—a recently completed Art-Bric Siding job

MOST PLANTS SHOW GAIN IN ACCIDENT BATTLE

June **BIRD & SON'S 1930 SAFETY STANDING** *June*

SAFETY IS PART OF YOUR JOB

PLANT	No. Emp.	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	Total Accidents to Date		Lost Time Accidents per 100 Emp.	Days Lost per 100 Emp.	Calendar Days Since Last Accident
													This Year	Last Year			
★ Chicago	95							Last Lost-Time Accident				9-9-29	0	5	0	0	294
Engineering	136							"	"	"	"	10-20-29	0	4	0	0	253
Roofing Plant	222							"	"	"	"	11-13-29	0	0	0	0	229
Phillipsdale	137							"	"	"	"	12-5-29	0	1	0	0	207
Paper Mills	249				1	1							2	3	.8	412	45
No. 2 Box Shop	91	1											1	1	1.1	157	167
Flooring Plant	265	1			1	1	1						4	0	1.5	60	27
No. 1 Box Shop	183	1		1	1								3	3	1.6	57	91
TOTALS 1930	1375	3	0	1	4*	2	1						11*	17	1.8	105	
TOTALS 1929	1428	4	0	5	2	5	1	5	4	6	4	2					

Indicates No Accidents. ★ Division Holding Safety Trophy.

* April Flooring Warehouse Accident included in total

IN the April edition of Bird's Safety News there appeared a selection entitled "I am carelessness." Recently while pouring over a lot of clippings the writer found the following which was published by the U. S. Bureau of Education a few years ago. There can be no stronger argument for working Safely. Here is the article:

I am stronger than the combined Hague conferences and peace meetings of the whole world.

I save more lives than all the doctors of the world.

I augment your bank account, for I am a money saver.

I save the lives of thousands upon thousands of wage-earners every year.

I am omnipresent—in the home, in the mill, in the factory, on the street, on the railroad, on the sea, in the air.

I prevent mental worries, and physical pains.

I bring health, joy, happiness to the lives of all.

I make life really worth living.

I am constructive, not destructive.

I am a co-partner of Good Judgment and Common Sense.

I am a "Joy Dispenser" a "Life Saver" and a "Good Fellow Well Met."

I AM CAREFULNESS.

Which makes a very good introduction to this month's story of progress in the campaign against accidents at the Bird Plants. For in the Bird Mills, carefulness continues to gain in his battle with Carelessness.

Foremost among the campaigners is the Chicago Roofing Mill. The month of July saw them completing ten consecutive months without a lost-time accident. As a further incentive they hold the Safety Trophy. And while making no promises or boasts, they are out to complete the balance of the year without a lost-timer. Good luck to them.

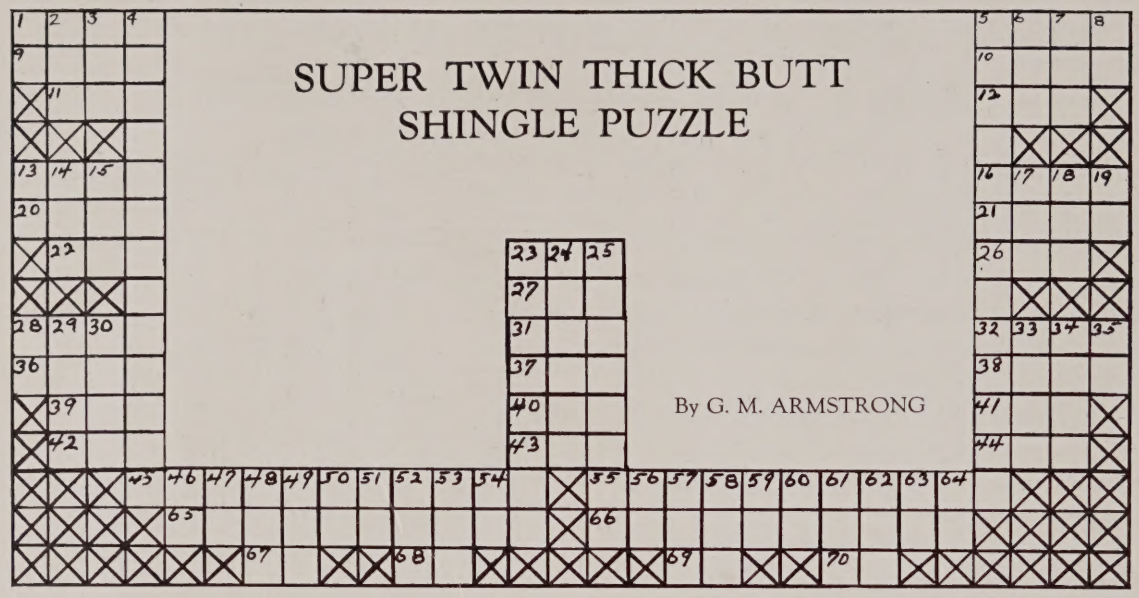
Engineering comes next with a run of nine months without an accident. Old Man Accident almost got his claws into them a couple of times, but prompt action on the part of the workers enabled this department to throw off the jinx.

The Norwood Roofing Plant has staged a mighty come back. After going nearly two years without a lost-timer, the inevitable happened and their phenomenal record was brought to an end. This happened September 13, 1929. Undaunted this division gathered itself together and started another no-accident run. Since November 13 last they have gone accident-free. Good work! Keep it up.

Next in line comes Phillipsdale. This division is out to better its previous good record. Last year it had one lost-timer during the first six months and seven for the year. In 1928 it had but two for the entire twelve months. Watch this mill go. All of us remember its operating from March, 1928 to March, 1929 without an accident. It looks as if they are out to better that record.

Then comes the Paper Mill with three lost-timers to date. No. 2 Box Shop with one, Flooring Plant with four, and No. 1 Box Shop with 3. The Flooring Plant only is behind last year's standing for the same period.

SUPER TWIN THICK BUTT SHINGLE PUZZLE



By G. M. ARMSTRONG

VERTICAL

1. Avenue (abbr.).
2. Something to sit on.
3. Not to be gotten out for anyone.
4. The only makers.
5. And where!
6. Metal before it is metal.
7. We couldn't play tennis without this.
8. Where we wished we were last winter (abbr.).
13. Mounted police (abbr.).
14. Island (poetical, but spelt wrong).
15. Ford.
17. Same as No. 5 horizontal, only different.
18. And other things (Latin).
19. Usually not worth adding (abbr.).
23. Nosey things.
24. No. 48 vertical is half of it.
25. Monocle.
28. Article.
29. Rents.
30. Painful.
33. Change the first letter and you'll have the possessive of canine.
34. What paper is made from.
35. Printer's measure.
46. A football term (abbr.).
47. Ancient English (abbr.).
48. The golfer's Nemesis.
49. What most men like best next to themselves.
50. A Jewish lament.
51. A degree.
52. A backward bur.
53. What everyone likes (minus an "a" and an "e").
54. } Ask Brutus.
56. }
57. Every cure that goes with this seeks a "gram" and gets a "taph."
58. A "Swift" bungalow.
59. French coin (abbr.).
60. By.
61. Less than three and more than one.
62. Possessive pronoun.
63. The other printer's measure.
64. Right Side (abbr.).

HORIZONTAL

1. Piece (vernacular).
5. How long we hope it will be before you work this out.
9. Conveyance.
10. Space.
11. For.
12. Place.
13. Isinglass.
16. Cry.
20. Scheme.
21. Opposite of sciences.
22. This should be last.
23. Mimic.
26. Varnish.
27. When the sun shines.
28. Besides.
31. Before.
32. Wink.
36. A gaseous element.
37. A drink.
38. A weaving machine.
39. Three (prefix).
40. Three-in-One.
41. This should precede No. 37 horizontal.
42. Japanese coin.
43. Girl's name.
44. The greatest returns a writer gets (abbr.).
45. The kind of walls our insulating board often goes under.
55. A relative (plural).
65. What distinguishes No. 66 horizontal.
66. What this dern thing is all about.
67. Another avenue (abbr.).
68. A degree.
69. Never out.
70. A bone.

The solution will appear in the September issue.

Answers to Questions on Page 2.

1. There are three eight hour shifts, and on each shift are the following number of men: No. 2 Machine, 3; No. 3, 2; No. 4, 3; and No. 5, 5.

2. 14 truck loads a week.

3. Mostly from Continental Europe—Germany, Belgium, France. Quite a few are received from England, and shipments have been received from Egypt, Argentina, and Japan.

4. To San Francisco.

5. 15 feet on both signs.

SUGGESTIONS

THE following suggestions were classified as showing a savings in cost of manufacture, and given an award of $10 each, at the meeting held on July 2:

Straight Edge on Winder in FFD	L. R. Gammell, FFF
Ball Bearing Creasers on Rotaries	Jesse King, EMM
Tracks for Cutter and Inspection Tables	A. J. Quackenbush, FFR
Improve FXWM34 Die	Lee Ward, FXW

The following suggestions were classified as of intangible value, and given an award of $5 each:

New Counter on Rug Machines	Arthur Bent, FFP
Fasten Collars on Agitator Shaft	John Caulfield, FBM
Number DMPM5 Driers	Jeremiah Cullinane, EMP
Linear Yard Measure on No. 1 Table	Albert Duffy, FFF
Change Label No. 8693	Ralph Farris, FXVI
Handles on Second Press Saveall	Harold Hey, DPP
Guide Roll on FXCM1	Herman Lauble, FXC
Improve Art-Bric Die	Henry Smith, FBM
Chains for Paint Pan on FFNM1	John S. Smith, FFN
New Parcel Post Guide Book	Roy Smith, SP
Relocate Starting Button on Blacksmith's Fan	Ernest Stott, EMM
Remove Post	Michael Verderber, FXV1
Stationary Cutter on Strap Iron Stand	Lee Ward, FXW
Hook on FXFM2 Foot Pedal	Lee Ward, FXW

BIRD CLUB OUTING

ABOUT two hundred and fifty members of the Bird Club gathered on the lawn of the Bird Club on July 2nd for the final banquet and entertainment of the season. A threatening thunder shower nearly called the affair off, but at exactly 6:30 the skies cleared, and there was perfect weather the rest of the evening.

One of Holman's extra special banquets was served in the garden at the rear of the house. The feast included Hot Baked Scotch Ham, Delmonico Potatoes, Green Peas, Lobster Salad, Banana Fritters, and ice cream; and as usual every one of the two hundred and fifty guests enjoyed it.

Following the "eats," the meeting adjourned to the front lawn of the Bird Club where the Edward J. Beatty Post Band of Canton played a Band Concert for the members, and their families, who had been invited to the entertainment.

Later in the evening, the colored artist, Harry Bolden gave one of the finest hour entertainments that the club has seen this year. He played and sang his way into the party and was received with the strong applause that he deserved. One thing that he will be well remembered by is his recital of Rudyard Kipling's poem, "Gunga Din."

At the close of his entertainment, the Band Concert continued until about ten o'clock.

This outing marked the final event in this season's calendar for the Bird Club, and its success was made possible by the committee in charge from the Flooring Plant, which was as follows: Leo Bernier, Chairman; Ralph Wight, Bernard Bailey, Stuart Nickerson, Frank Clem, Michael Shergals, Frank Sutherland.

The General Chairman of all the entertainments during the year has been Harry Dresser of the Roofing Plant, and to him also goes much of the credit for the fine series of entertainments throughout the year.

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during the month, and of those who complete twenty or more years' service during August.

			Years
Richard McCabe	8–14–1885	Box Shop	45
James E. Smith	8–17–1885	Paper Mill	45
Mary Friary	8– 1–1887	Retired	43
Frank Murphy	8–19–1895	Finishing Mill	35
Hattie Willis	8–17–1896	Retired	34
John Sullivan	8– 3–1899	Maintenance	31
John Sheehan	8– 2–1902	Roofing Plant	28
Martin O'Donnell	8–10–1902	Maintenance	28
Mary McKinnon	8– 9–1905	Box Shop	25
L. B. Balduf	8– 1–1906	Paper Mill	24
M. J. Hawkins	8– 6–1906	Traffic Dept.	24
John Blazionis	8–15–1907	Paper Mill	23
Michael Coyne	8– 1–1908	Paper Mill	22
George Stone	8– 7–1908	Paper Mill	22
John Wilkes	8– 8–1908	Box Shop	22
J. D. Countway	8–20–1909	Power and Steam	21
O. J. Goodspeed	8– 2–1910	Box Shop	20
Samuel Hunter	8–29–1910	Box Shop	20
K. Henry Olson	8– 2–1920	Maintenance	10
George Woods	8– 4–1920	Flooring Plant	10
John Lobisser	8– 9–1920	Maintenance	10
Joe Gelewicz	8–23–1920	Paper Mill	10
Charles Miksis	8–23–1920	Flooring Plant	10
Edward Scanlon	8–30–1920	Box Shop	10
Andrew Thompson	8–31–1920	Maintenance	10
Robert Garner	8– 1–1925	Flooring Sales	5
G. J. Keller	8– 1–1925	Roofing Sales	5
Howard Johnson	8–17–1925	Flooring Plant	5
	PHILLIPSDALE		
Charles Cyranock	8– 4–1910		20
Alexander Homenick	8–25–1915		15
James Kuzmich	8– 9–1920		10
Nathan Olch	8–17–1920		10
	CHICAGO		
Louis A. Lance	8–30–1920		10

WANTED IN DIXON, ILLINOIS

THE airship "Neponset" is surely attracting notice all over the United States.

One of our most recent inquiries was from the Mellott Furniture Company, of Dixon, Illinois. Dixon is holding a big centennial celebration during the latter part of September, and it was hoped by the dealer that the "Neponset" could be present to take part in the ceremonies.

As time did not permit such a long trip, the request could not be met, but this letter shows the great interest that is being created in this modern way of advertising.

ADVERTISING RECOLLECTIONS

Last December, at the Roofing Sales meet-up, a most interesting talk on the early history of our advertising was given by Vice-President Elmer H. Bartlett. Because of its general interest to everyone connected with Bird & Son, we asked Mr. Bartlett to furnish us with a copy of it. As the talk was entirely extemporaneous, he had to write it all out from memory, and we are very grateful to him for taking the time and the trouble to do this.

By Elmer H. Bartlett

THAT talk of mine at the Wednesday Club last December was all extemporaneous. I tried to show the evolution in Bird & Son's advertising matter which has taken place since we started out in 1889. When compared with the present-day methods, which were described in detail by Mr. Clark later that same afternoon, what tremendous strides have been taken from that single leaf Flyer of 1889, headed "Neponset Water-Proof Paper, Manufactured by F. W. Bird and Son," and bearing the entire list of distributing agents all over the country.

This list read as follows: S. E. Barrett, Manufacturing Co., Chicago, Ill.; Ehret-Warren Manufacturing Co., St. Louis and Kansas City, Missouri; W. N. Dimmick, Portland, Oregon; Dimmick and Low, San Francisco, California; Warren-Ehret Co., Philadelphia, Penn.; C. B. Hewitt and Bros., New York, N. Y.; Dobler and Mudge, Baltimore, Md.; A. Baldwin and Co. Limited, New Orleans, La.; Texas Printing and Lithographing Co., Fort Worth, Texas. All inquiries outside of New England for Bird Products were referred to these agents listed on the flyer. C. B. Hewitt of New York and Dobler and Mudge of Baltimore are still doing business with us.

At the time of the World's Columbian Exposition held in Chicago in the summer and fall of 1893, Neponset Red Rope Roofing Fabric was our leading Roofing product. Thousands of small samples of this roofing were printed on the face with a brief description of the material and the special purposes for which it was used—factories, sheds, poultry houses, barns, shingled houses, and so forth. At this time we also made large quantities of V shaped cups which could be filled with water and hung up for long periods to prove that the paper was really waterproof. I do not recall any leaks, but often the water would evaporate, necessitating the refilling of the cups.

From 1891 to 1896 followed the one-fold circular printed on all four pages, front cover, inside, and back. The exhibits shown here related to Neponset Fabric Roofing and Black Building, Composite Ready Roofing, and Neponset Red Rope Car Roofing, this latter being handled almost exclusively by M. A. Garrett, our first manager of the Chicago office.

We used our letter-head with the registered Trade Mark imitation of a Roll of Neponset Roofing with the Red Wrapper and Blue Ends. We still have some of these letter-heads, dating back to April 10, 1896.

A consolidated pamphlet appeared in 1897, with green colored covers and four inside pages, printed in red and blue. There were descriptions of Neponset and Composite Roofings, Side Covering Sheathing and Insulating Board.

In 1899 appeared our most elaborate pamphlet up to that time, an advertisement for American Ready Roofing. This name was embodied in a shield with the American eagle roosting on a bar just above the shield. The printed contents consisted of a supposed telephone conversation some prospective customer was having with the office about this new roofing. This took up four pages inside the covers. About 1900 appeared the folded circular in three colors, black, brown and green, entitled, "Are You Going to Build?"

In 1901 we printed our first price lists on the letter heads, covering one ply, two ply and three ply Paroid Ready Roofing, Neponset Red, Neponset Back, Laminated Insulating, Neponset Insulating three ply, and Parine paint. Also at this time came our announcement on April 20 that our export business would be handled directly by Charles B. Corwin of 15 Whitehall St., New York City—dictated by P.R.A.—T.

Chicago's price list appeared in small folder form in 1895, one of them printed on our own No. 1 Tarred Hardware paper of brownish color.

Between 1901 and 1910 we began to get more elaborate in our literature as well, as seen by the exhibit-pamphlets headed" Re Professional Fees," "Trinity Church, Boston," "Neponset Flower Pots," "Thermal Insulation," "Specification for Cold Storage Work," and the Scientific treatise on Insulation.

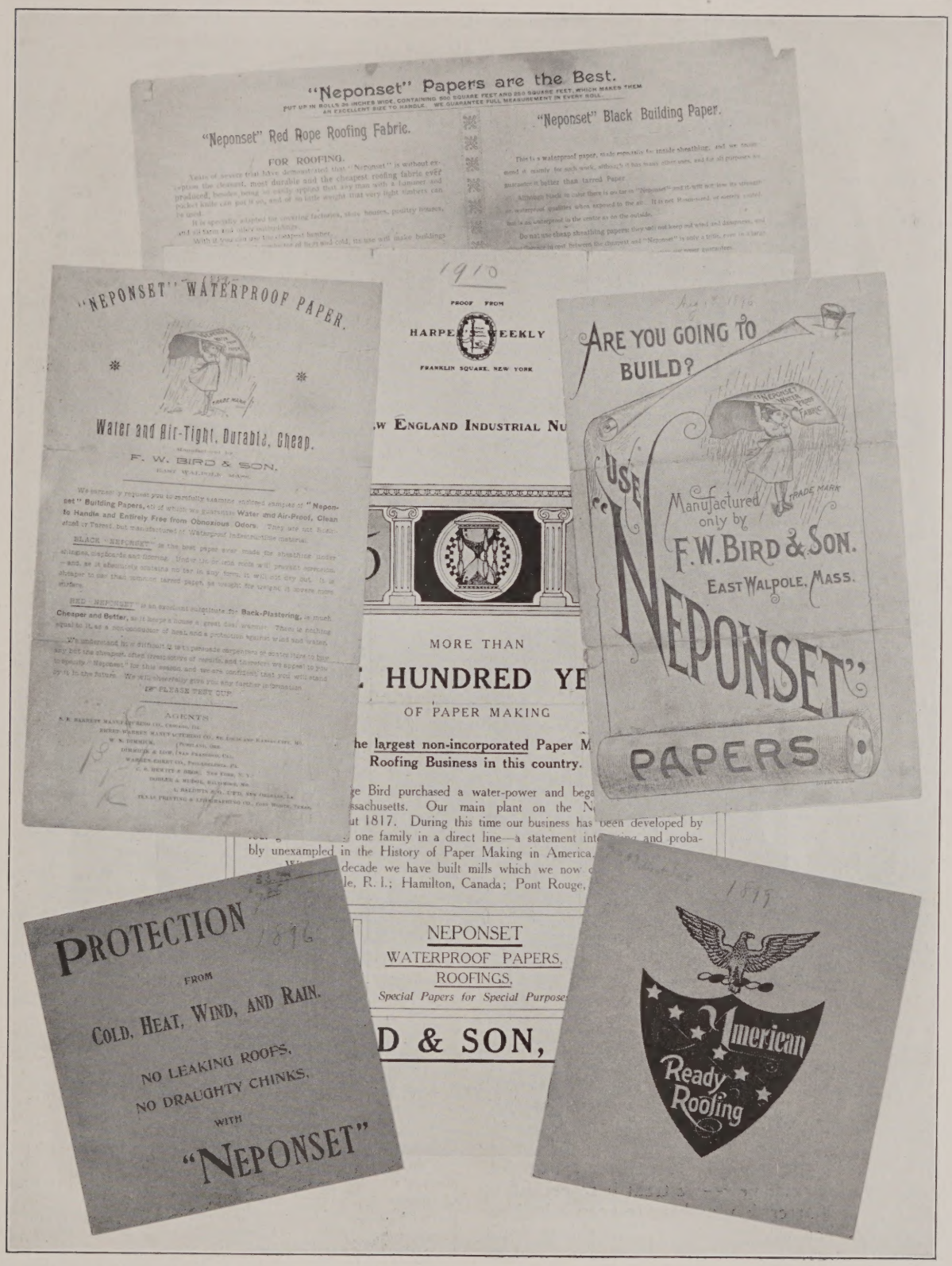
In 1907 appeared the first real booklet on Proslate Roofing and Siding, with a cut in colors of one of the so-called Paroid Proslate houses, which are located only a few steps from East Walpole center.

One of the final articles I showed at the meeting was a proof from Harper's Weekly New England Industrial Number which appeared in 1910. It was headed "1795–1910" and read as follows: "More than one hundred years of paper making is the story of the largest non-incorporated Paper Manufacturing and Roofing Business in this country.

"In 1795 George Bird purchased a water power and began making paper in Needham, Massachusetts.

"Our main plant on the Neponset River was established about 1817. During this time our

(*Concluded on Page 16*)



A page of Bird & Son advertising, told about in Mr. Bartlett's article. In the upper left hand corner is the first flyer produced in 1889, with the list of the distributing agents. The advertisement in the upper right corner appeared in 1896, in the lower left the same year, in the lower right in 1899, at the top of the page in 1903, and in the center in 1910. The big center spread is the page which appeared in Harper's Weekly, and which Mr. Bartlett has quoted in his article.

BIRD'S NEPONSET REVIEW

Vol. XVIII. AUGUST 1930 No. 8

Published Monthly by the Employes of Bird & Son, inc.
In the Interests of the Company and Its Workers
For the Promotion of
Good Service Good Business
Good Will

MILLS: East Walpole and Norwood, Massachusetts; Phillipsdale, R. I.; Chicago, Ill.

Advisory Board
P. H. Bailey R. C. Floyd
S. B. Montgomery B. D. Rogers

Editor, B. D. Rogers

Assistant Editor E. M. Grout
Photographer C. T. O'Connor
Circulation Manager A. S. Blaney

Printing Foreman, F. R. Meyer

Business despatched is business well done; but business hurried—is business ill done.
Bulwer Lytton.

RIGHT NOW

A LULL in business after the feverish activity of the last few years is not an unmixed evil. Such a period may be a positive advantage to some enterprises.

We believe that the period of relative quiet through which we have been passing has been a real opportunity for our own business.

Manufacturing has developed and is developing new products and improved processes as illustrated by Art-Bric Siding and Thick-Butt Shingles. Sales is forced to work more intensively and intelligently. Any business is in a much more receptive mood to listen to suggestions for improvement and to "mend its fences"

I think it is quite likely that before December 31 we can look back upon the last year as marking a period of greatest progress in the Roofing Department of Bird & Son, and that dealers will be the first to recognize it. —P. H. B.

YOUR NEW JOB

IMAGINE yourself starting today on a new job with a new concern. Would you feel like a new man, and would you regard that job differently than you do the one you hold today?

If you are like most of us your answer is probably "yes." For the average person, a new job is like anything else new—we treat it respectfully, give it a lot of attention, and try to keep it looking as well as when we first got it. But things don't stay new forever; when they get worn we often get careless with them and forget to treat them as if they had ever been valuable or new.

A job, however, is not a thing that can be thrown away and given up for a new one every year or two. It is something that we have to make last over a long period of years, and the longer we can make it last the more valuable it becomes to us, the greater are its financial returns.

And yet, too often we treat a job like an old suit of clothes, indifferently and without any enthusiasm. When we get to that point it is time that we take account of ourselves pretty thoroughly. If we get to thinking that the old job is no longer good enough for us, we soon discover that in reality we are no longer good enough for the job.

There is something of interest in every task, no matter how humdrum and ordinary it may seem. There is just as much of an art to driving a nail straight as there is to balancing a column of figures; if you don't think so, just give an inexperienced man a hammer and some nails and watch what he does with them.

At this particular time of year, when Vacation fever is beginning to get the better of some of us, check up on yourself and the way you fit your job. And if your work has become, as you think, uninteresting and drab, stop and consider that it may be your mental attitude, and not the job, that needs renewing.

THRIFTY ANSWERS

Why Share With Others

1. Provides sufficient financial resources to the Church and all other worthy organizations, so that an aggressive and effective program can be accomplished.
2. Gives one a clear conscience in regard to giving.
3. Is a business-like way towards helping to support worthy institutions.
4. Helps the church to operate its finances in an effective way.
5. Makes for good citizenship and happiness on the part of those helped as well as those helping.
6. Enables a person to give a larger amount of money in the long run to unselfish causes.
7. Encourages one to be systematic about money matters.
8. Helps to better use of all of one's resources.
9. Stimulates the use of a budget.
10. Develops good character.

Success in life consists of doing, each of us, what only we can do. When this is accomplished, sacrificing nothing of the elements of decency or kindness, retaining the love and respect of friends and gaining the gratitude of many a man whom we have helped by the way, then men reach the end of life with a supreme satisfaction of having done their duty. There have been doubts expressed in modern times as to whether life is worth living or not, but such doubts are never heard from the lips of men who have tried to be helpful to others as well as themselves in the struggle for existence.

—Dr. James J. Walsh.

BIRD'S NEPONSET REVIEW

Roofing Dealers' Supplement

GOOD WILL TOUR OF THE "NEPONSET"

NEWEST VENTURE IN ADVERTISING

The "Neponset," the first commercial airship in the country, which is on a good will tour through New England this summer, for Bird & Son and for Bird & Son's dealer

TO give publicity to local dealers, to advertise the name and products of Bird & Son, and to add color and uniqueness to Tercentenary events and local celebrations—that is the three-fold job of Bird & Son's newest advertising venture—the Airship Neponset, the first commercial airship in the United States.

It is a wonderful ship with a wonderful message of good will from Bird & Son, who celebrate this year their 135th anniversary. All summer long the Neponset will sail over New England visiting towns and cities where special events are going on. Although the ship will not travel out of New England, it will afford a means of national advertising. Already it has attended the Harvard-Yale boat races at New London, where thousands of visitors from all over the country read its message. And on every one of its flights it will be seen by any number of out-of-New England visitors who will have come to this "summer playground" for their vacations.

The Neponset is a large airship of the blimp type, 138 feet long, with two 83 horsepower motors which can drive it along at 65 miles an hour. In the luxurious cabin are deep wicker chairs in front of large windows of shatter-proof glass. In the pilot's room are all the latest instruments and devices for safe air navigation,

including radio receiving and transmitting sets which keep the ship in touch with the ground at all times.

On its side in large blue letters are the words "Bird & Son, inc. Roofs—Rugs," which show up like a billboard as it flies low over towns and cities. It is the intention of the "Neponset" to advertise all the products of Bird & Son, including shipping cases, felt base rugs and floor coverings, and roofs, but rugs and roofs, because of their quick appeal directly to every home owner, are given special prominence.

To help the dealer tell his trade of the coming of the "Neponset" to his town, large attractive

Attention-getting billboard of the Armstrong-Walker Lumber Company at Terre Haute, Indiana

posters have been designed for display in windows or on the sides of trucks. In addition, for window display purposes, miniature dirigibles in imitation of the "Neponset" are available.

Cuts and suggested copy for one, two, and three column newspaper advertisements can be obtained from the Sales Promotion Manager.

Be sure to find out when the "Neponset" is going to visit your territory, and give it a cordial welcome. It will pay big dividends.

Our Products As Others See Them

WHEN two new products, like the Thick Butt Shingles and Art-Bric Siding, have been developed and put on the market, it is interesting to both the manufacturer and the dealers to see how the products are being received.

Here are letters from all over the country, East, South, and West, from dealers who have tried one or both of these new Bird Products, and we leave you to judge for yourselves their opinion of them.

William T. Leggett Company
Pittsburgh, Penn.

We are pleased to say that we have had very good success with your line of Roofing, especially with your new Art-Bric Siding Shingle.

You are to be congratulated in getting out a product designed solely for siding purposes, as heretofore they have been using roofing shingles for this purpose, which in every instance, have not been very attractive. This Art-Bric Siding fills a long felt want and is going over big with us.

We are enclosing an order for another carload, which we would like to have you ship as soon as possible.

Ervin E. Smith Company
Lowell, Mass.

Regarding the sale of Art-Bric Siding, and also the Thick Butt Shingles, there has been considerable interest created in this section regarding these two products.

Personally, we think that they are two of the best items which Bird & Son have produced for a great many years, and we feel that when business comes back, as New England business will have to come back soon, that these will be two of the best selling items.

Northeastern Supply Company
Baltimore, Maryland

We have sold Art-Bric Siding since you started to manufacture this material, and the jobs on which we have supplied same look very fine.

The contractors say that they are entirely satisfactory in every way.

Sears Lumber Company
Middleboro and Nantucket, Mass.

It gives us pleasure to advise that we have had unqualified success with your Thick Butt Shingles ever since you have put them on the market, during which time we have sold hundreds of squares of them.

At our Nantucket Yard, your Super Twin Thick Butt Shingle is our best "seller," and in spite of the fact that there is probably no locality on the Atlantic coast which gives a shingle a more severe test, we have yet to receive a complaint. We have some contractors who buy little of us aside from Asphalt Shingles, but when it is shingles that they need, they come to us.

Citizens Lumber Company
Greenville, South Carolina

The Bird Neponset Twin Thick Butt Green Blende Shingle is our best seller. We like it the best!

William P. Proctor Company
North Chelmsford, Mass.

It seems fitting to us, since you are in this Tercentenary year, celebrating the early founding of your firm, that we who have been a roofing customer of yours for many years should express to you our appreciation, especially of your progressiveness in keeping your roofing line at the head of the procession.

We find that Bird Roofings enjoy a splendid reputation throughout our locality for all the various types. Such a reputation makes them easier to sell, of course. The Thick Butt Shingle which we first had last year is to our mind a means of increasing this already excellent reputation and a big step forward in the roofing field. Wherever we have sold them, the customers have been especially pleased with their appearance, since they give an individual look to a roof which we each one of us like, and at the same time they are reasonable in price.

Cape Lumber Company
South Portland, Maine

Recently we sold a job of Art-Bric for application on the rear side of a brick veneer apartment house. Another job was for the sides of a dormer window on a house roofed with Neponset Twin Thick Butt No. 6 Blende; these colors harmonized well.

Our reaction to this product is that it fills a need for an artistic siding material.

A PLEASURE TO SELL QUALITY

THE following letter from the Rockford Lumber & Fuel Company of Rockford, Illinois, written to our Chicago office, shows typically

Office and yards of the Rockford Lumber and Fuel Company, Rockford, Illinois. Insert, Mr. E. H. Keeler, President of the Company

how Bird Products have been received in the West.

Gentlemen:

It's a Pleasure for Us to Sell a Quality Product

Back twenty-seven years ago, this Company was selling Bird & Son products. It is a pleasure to look back the many years and dwell on our pleasant relationship and dealings with so large a corporation, whose integrity and vision has made it the successful and reliable institution that it is today.

Last year our coal shed was razed to make room for our new modern coal handling plant. The roofing on this shed was good old Paroid, put on in 1903, and, with only three moppings of Bird's Roof Coating during that period, was in a good state of preservation. In fact, the man who wrecked the building used it again as waterproof paper over sheath-

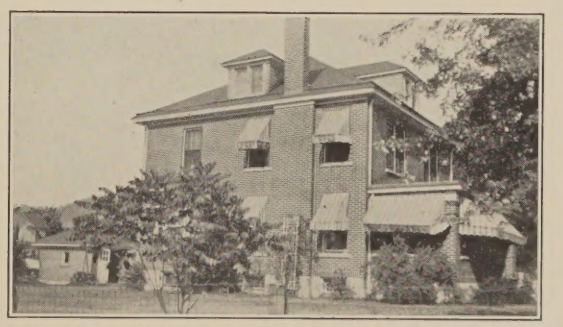
Mr. S. S. Sewell's house in Greenville, South Carolina, roofed with Bird Shingles

ing on a brick veneer flat building. This, more than anything else has sold us on the quality of Bird's products.

Five or six years ago, when the "Color craze," along with the fancy "shakes," "cuts," and "trick shingles" started in the roofing industry, Bird & Son was conservative and held back, and preached solid colors and less items in stock. That they were right, was borne out in our experience during that period. We were compelled to take on different brands to meet competition, and no doubt Bird products suffered during the "craze." Today, the fancy cut shingle is something fast disappearing, and we are back standardizing on Bird "Super" and "Neponset" Thick Butt Twins.

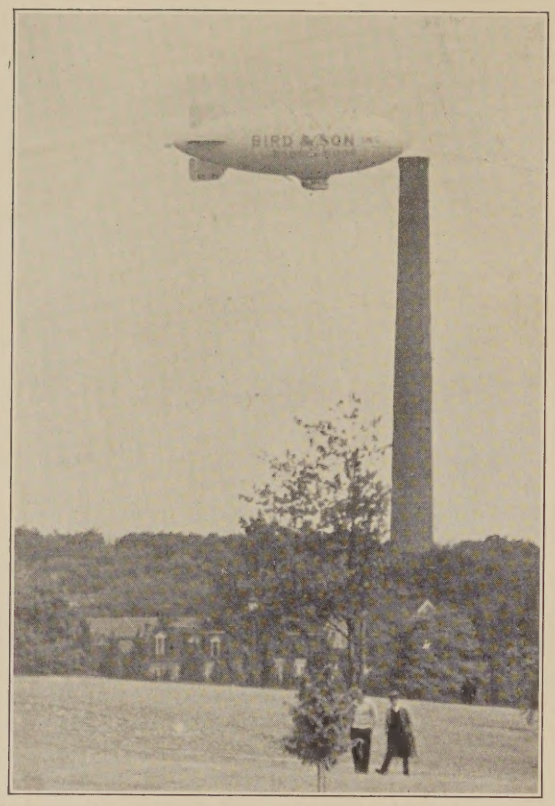
We have discovered that Bird & Son can give us anything that is made in asphalt roofing today, and we can point to hundreds of Bird roofs furnished by us that are living up to their reputation, "The years prove them the best."

As to the future of Bird's products, we are confident that they will continue to lead.



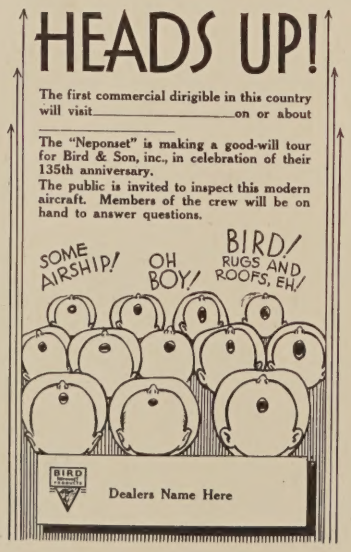
Mr. Jesse Keadle's house at Alderson, West Virginia, covered with Bird Neponset Shingles in 1923, by J. Wesley Hangar. It is still used as an "exhibit," and sells customers on Bird shingles every time

AIRSHIP ADVERTISING MATE

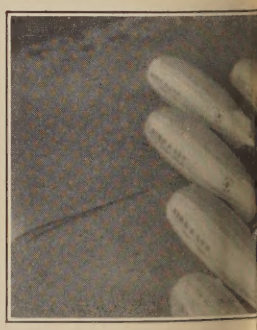


Moored(?) to the Bird & Son chimney on the day of the "Neponset's" christening at East Walpole. The photographer snapped at just the right moment

Large poster, suitable for wi sides



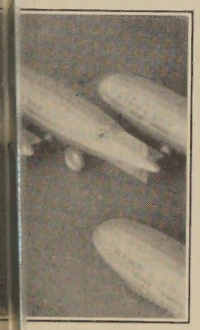
This, and a number of other newspaper cuts are available for your use, when the "Neponset" visits your vicinity. Write for broadside showing all the cuts



Miniature dirigibles availab This shows part of the "fle you advertise the

L AVAILABLE FOR DEALERS

lay, or for use on the

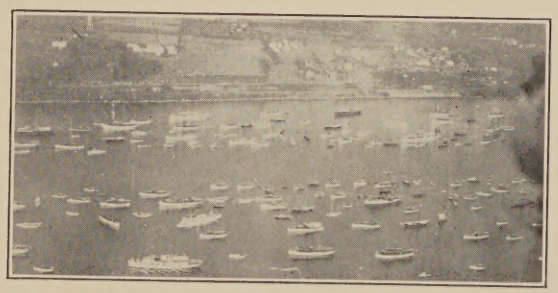


rtising purposes.
sail in and help
" visit

Concord, N. H.

From Concord, New Hampshire to Bristol, Connecticut. Two views taken from the Airship "Neponset" as it flew over those two towns

Bristol, Conn.



Fleet of yachts in the Thames River, New London, Conn., waiting for start of the Harvard-Yale Race. "Neponset," the yacht of the air, had the best view of all

The practical shingle board display in the Hinman Brothers Retail Store in Lincoln, Nebraska

Two Displays That Brought In Sales

ON this page we show the pictures of two very unusual displays, one interior and the other a window display, showing how two alert dealers attracted attention to Bird Products.

In the interior of Hinman Brothers Retail Store of Lincoln, Nebraska, all the available "dead" space above the shelves has been put to use. Slanting "roofs" of Bird shingles have been made directly over the top shelf, and on these, in sections, appear various displays and combinations of actual shingles.

The window display, which looks so elaborate and expensive, is really very simple and cost almost nothing. The miniature houses in the village were made by pasting our Hex-Twin circulars onto cardboard and cutting along the edges. Artificial grass made the hedges; street lights were made from golf tees and crystal beads; and the sidewalks and streets were laid in no time from Paroid Cap Sheet.

This ingenious display was put out by the People's Roofing Company of Michigan City, Indiana. The houses with the Hex Roofs, being cut right from the circulars themselves, were all in natural colors and presented a bright and attractive "Bird"village.

Time To Re-Roof With Bird Shingles

B. L. SEARS, who has realized that now is a good time to push the re-roofing business, has advised his dealers to start re-roofing campaigns. J. Wesley Hanger, of Alderson, West Virginia, a town of only 1500, has done particularly well, in spite of dull times, and this is what Mr. Sears writes of him.

"There is no concern in United States handling roofing that is more alert or better qualified than this company. This year since he has gone after the re-roofing business, he is taking all the county, and says since we brought out the Thick Butt Shingle he believes he will be able to work up a much larger business."

Experience and Reputation Count Most, This Company Thinks

IN a recent communication from the Milo Roofing & Contracting Company of Yonkers, New York, they write as follows:

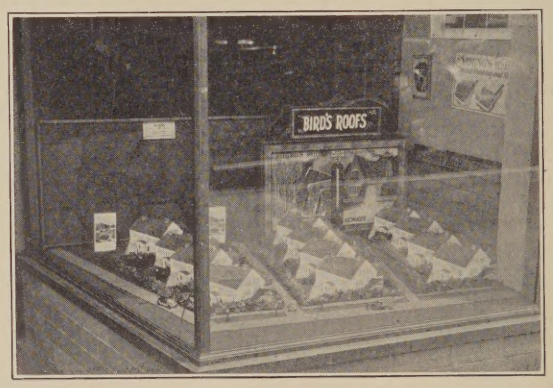
The Milo Roofing & Contracting Company has established the slogan, "Above All—Milo for Better Roofs."

To carry out this slogan, they have chosen Bird Material as the quality merchandise best suited to their needs.

Bird & Son, as you know, have been established since 1795, when George Washington was President of the United States, and surely a concern in business that long has enough experience in the manufacture of waterproof materials to establish a grade of merchandise beyond reproach.

We particularly wish to compliment Bird & Son on their newest products, Thick Butt Asphalt Shingles, and Bird Art Bric Siding.

We find one of the most forceful arguments in favor of Bird Thick Butt Shingles is the double coated slate surface of the portion exposed to the weather, which is an added precaution against the sun's rays penetrating through to the felt and absorbing the asphalt from the felt.



The unusual window display of the People's Roofing Company, Michigan City, Indiana

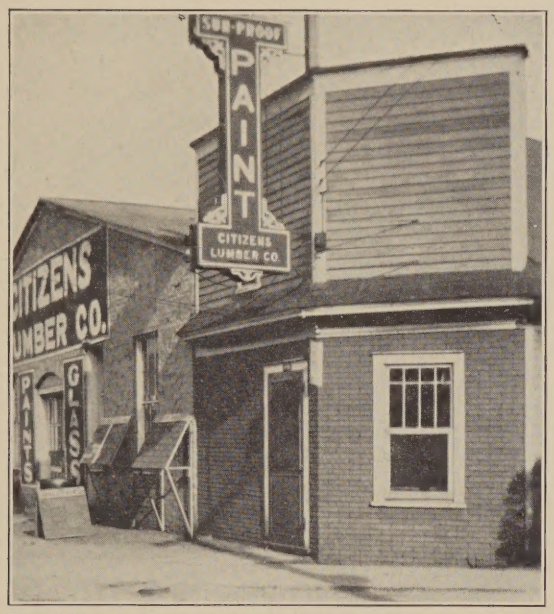
Our first impression of Bird Art Bric Siding was a favorable one. We immediately saw the possibilities of this particular product and have not been disappointed in the results. We have had the pleasure of converting several old buildings into fine modern ones, which has established a reputation for us in this vicinity as a quality roofer.

Our work and the name of Bird & Son, which we feel have both been established on the principle of quality, have given us a prestige in our vicinity which we hope to maintain for some time to come.

Sell Bird Products Over Ten Years, No Complaints

THE Citizens Lumber Company first began business in Greenville, South Carolina, with a yard opened in the year 1918. At that time very little composition roofing had been sold in Greenville, and their addition of the Bird Line gave them an excellent opportunity to establish the name and the quality of Bird Products.

In August, 1924, this yard was sold to Mr. R. K. Taylor and Mr. T. A. Roe, both old citizens



The office of the Citizens Lumber Company at Greenville, South Carolina. Notice the good-looking Art-Bric Siding on the front

of Greenville. The company continued to operate under the same name, Citizens Lumber Company, and also continued a profitable business in Bird Shingles and Roll Roofing.

The people of Greenville, have come to realize that shingles which have stood the test so well for over twelve years, are *good* shingles. Not once, in all these twelve years, has this company been asked to make an adjustment. Every roof has been satisfactory. Customers have learned that a guarantee from Bird & Son is not a mere scrap of paper, but that it is really worth something.

The Citizens Lumber Company feels that it could never have had such success with any other line of Asphalt Composition Roofing. They are the only company in the city that has stocked the same roofing for over ten consecutive years.

For this history of and information about the Citizens Lumber Company we are indebted to Mr. J. Broaders Curry, who has been with the concern since 1919, a year after its organization, and who can vouch for all the statements.

The residence of A. R. Sloam at Statesville, North Carolina, covered with Super Twin Art Blende Shingles supplied by the Sherrill Lumber Company of Statesville

ART-BRIC IN MASSACHUSETTS

HERE are a few notes which show how Art-Bric Siding is being used right here in our own state of Massachusetts:

George W. Rice Company, Millbury, Mass., sold Art Bric Siding to put on the fire pump house in the pond opposite the plant of W. W. Windle Co. It looks just like a brick house.

Webster Lumber Company installed a metal fireplace in their window, built a frame over it covering it with Art-Bric to show its value.

P. W. Wood Lumber Company of Worcester built a large model frame and used it to advantage at the Worcester fair last fall.

Tufts Machine Company, Westboro, Mass., just used 98 squares of Art-Bric to remodel the old car barn at Westboro, Mass. This building now looks very modern. The matter of painting was out of the question, because the building had stood idle for so many years that it was all burnt up from the sun, and would have required

The home of Albert M. Fletcher in Pawtucket, R. I., roofed with Neponset Twins by the Spencer Roofing Company

an excessive amount of work filling the cracks, renailing clapboards, and painting.

At Shrewsbury, Mass., on the Boston Post road, on the site of the "General Ward Manor," a garage is finished in Art-Bric and from the highway one cannot tell the difference from face brick.

MOST PROFIT IN HANDLING ONLY A SINGLE LINE

THAT is what Mr. Arthur L. Ferguson, of the Ferguson Lumber Company, Arkansas has come to believe. This company was started

New billboard erected by Ferguson Lumber Company at Fort Smith, Arkansas. The Bird & Son trademark tops the sign, and in a prominent place is the new product, Art-Bric Siding

just after the Civil War by Mr. James A. Ferguson, an extremely active man, of whom it was said that he was often so absorbed in his work that he forgot whether or not he had eaten lunch during the day.

The present principal owner, Mr. Arthur L. Ferguson, has inherited much of the energy and business foresight of his father. Up to a few years ago, he was almost exclusively a wood shingle dealer. He even had a wood shingle roof on his own home for more than twenty years, on which he now thinks he spent enough in staining and painting to have nearly paid for a tile roof, to say nothing of the risk it carried as a fire hazard. He now has a roof of Bird Super Emerald Shingles, and is very much pleased with it in every way.

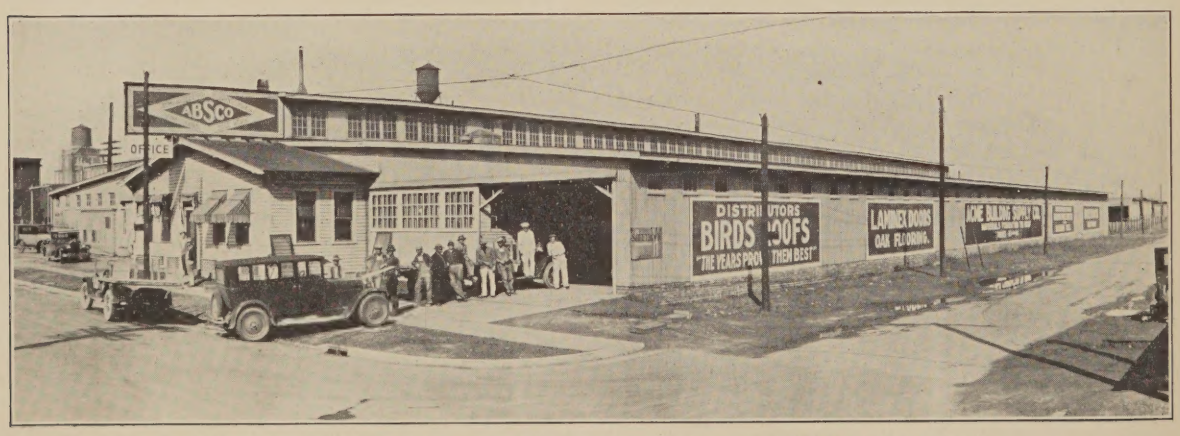
A few years ago, he completely changed his line of Roofing, and decided, after reviewing the matter thoroughly, to take on the Bird line for all his yards, feeling that a manufacturer who had been in business nearly one and a half centuries, with the continuous signal success experienced by Bird & Son, was pretty certain to carry a reliable product.

The first year they handled Bird & Son products they used about ten carloads; last year they used about seventy cars, and they feel confident that this year they will reach the one hundred mark. It is their hope, within a few years, through their different interests, to handle double this amount, which proves that Mr. Ferguson's foresight was correct, and that Bird & Son's unwavering policy of never sacrificing quality for price has removed many barriers from their path of prosperity, as well as that of their dealers.

CO-OPERATION BETTER THAN COMPETITION

THE Central States Roofing Company of Kinsley, Kansas, who operate in several other towns in that state, have come to find that in their business, co-operation with dealers spells success for them. Here is what they write:

> Our six months' operations working through the lumber dealers, has proved a wonderful success, and we have come to believe that working in co-operation with them has doubled our sales and eliminated local competition.
>
> It is only natural when a roofing concern comes into the home town of a lumber dealer and begins to sell roofs, that he should fight. When you are working with them, and your business is their business, they certainly are your friends, and cannot do enough to help bring in more sales.



Office and yards of the Acme Building Supply Company of Meridian, Mississippi

HEALTH NOTES

Foot Symptoms Require Attention of Physicians

IGNORANCE of simple foot hygiene and general acceptance of widely advertised shoe styles, arch supports and corn remedies are largely responsible for most of the crippled adults one sees everywhere, Dr. Guy A. Caldwell asserts in the July issue of *Hygeia*, the health magazine.

All high-heeled shoes are too short for their wearers and drive the bones forward and downward in the flesh. The toes are crumpled under the narrow toe of the shoe, the constant friction produces corns on the tops of the lesser toes, a bunion over the great toe joint and a bunionette over the little toe joint.

Several years of wearing high heeled shoes results in shortening of the leg muscles that are attached to the heel bone. If the wearer then tries to wear low heels she experiences great pain in the arch of the foot and in the strained leg muscles. Then follows the flat foot or broken arch.

Strain on the arch cannot always be remedied by steel arch supports, Dr. Caldwell points out. The so-called broken arch is caused by weakness or fatigue of the leg muscles and must be overcome by building up muscle strength, reducing weight or correcting faulty habits of standing or walking.

Correct footgear is absolutely essential to painless feet, and no heel that is higher than those on men's shoes should be worn for walking and standing. The daily foot bath with warm water and soap, followed by clean socks or stockings cannot be dispensed with safely.

Painful feet sometimes occur from causes other than arch strain and many cases tax the skill of the best physicians. Because serious constitutional conditions often produce foot symptoms it is hardly good judgment to consult a shoe salesman, a chiropodist or a so-called foot specialist, whose advice is not only worthless, but in more than a few cases dangerous.

LIBRARY NOTES

IT is always a question whether to spend the limited time we have in reading the old authors or the new. A recent authorative survey develops that only about forty-five per cent of the new books published each year ever appear in a second edition, which seems to indicate that a large proportion are of only passing interest or value.

Among our books we have many of the earlier novelists which at this season we may find time to read or re-read with renewed interest.

New Books

A publication of general interest is the Official Chronicle and Tribute of the Massachusetts Bay Tercentenary. It contains an account of the founding of the Massachusetts Bay Colony, and touches upon the more striking later events in its history. A large part of the book is devoted to brief sketches of the older Industries, Mercantile houses, Public Utilities and Educational Institutions, which have contributed so much to the development of the Commonwealth. Every article is well illustrated with pictures of both new and old buildings.

Other new books include:

New Worlds to Conquer	Halliburton
Grandeur and Misery of Victory	Clemenceau
Life's Ebb and Flow	Warwick

Biographies:

Nobel	Sohlman and Schuck
Savonarola	Misciattelli

Fiction:

Shepherd of Guadaloupe	Grey
Cloudy Jewell	Hill
Arsene Lupin	LeBlanc
Modesta	Stern
Johnny Reb	Oemler

PICKED FOR SUPERVISION

F. H. Bigelow in Flint Buyers Review

IF YOU can do the job when others blunder,
And get the answer that will stand the test;
If you can get the gang to think well of you
And say, "He's good, he knows his work the best"—

If you can help the chap that's having trouble,
And fill him with the courage that he needs;
If you can praise the other fellow's progress,
And give him all the credit for his deeds—

If you can win your way with those above you,
Because you're on the square and do your stuff;
If you can understand your present limits,
And never go too far—yet far enough—

If you can say a good word for the business,
And help to keep the errors on the run;
You will be picked for supervision,
And what is more, you'll fill the job, my son.

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff
Alice Clem
Ida Milesky
Sabina Costello
Gladys Noddin
Eva Knoll
Elizabeth Lawson
Alice Fales
Beatrice Severance
John Andrews

J. H. VanHoy and his wife visited in Washington, D. C., recently, and drove back to Florida in their new Buick. Van Hoy says that Florida is over her numerous troubles and that they all look forward to a good fall and winter business.

A. D. Kilham, Southern Sales Manager, visited the East Walpole office recently, and on his way north stopped off at Washington, D. C., to call on L. L. Thompson.

"Four of a kind"—Helen and Barbara, twin daughters of Frank R. Meyer, Printing Department, and Fred and Frank Eisenhauer. Frank (the one on the left—or else the one on the right) works in the Printing Department. It is easy to tell the girls, because the one that isn't Helen is Barbara

A miscellaneous shower was given Robina Urquhart of the Purchasing Department on Thursday evening, July 18th, at the home of Mrs. Richard Harper of Pleasant Street. Mrs. Harper and Mrs. H. M. Morgan, Jr. acted as hostesses for the evening. Robina, who was completely taken by surprise, received many beautiful gifts. Games were played and refreshments were served, with Robina cutting a wedding cake. We only hope her hands will stop shaking long enough for Steve to get the ring on!

During a recent thunderstorm, the home of "Scottie" Robertson was struck by lightning, starting a fire which destroyed his radio. We are told everything is O.K. now.

Vacations have started. Scottie has had one week, and it's our guess that his daughter Jean kept him busy driving her around to the beach and buying ice cream. Jean surely is her Daddy's boss.

Louise McFarland is spending her vacation at Plympton.

Ben Taylor took another trip to Vermont recently. Ask Ben what he said when he arrived home about 1 A. M. and found his keys were still in Woodstock, Vermont. It didn't do to ask him for the loan of his master key during the week his family was absent.

During vacation time we are glad to welcome Elizabeth Connolly back to the Purchasing Department again.

Elizabeth Tolman is back in Accounting Stores, helping out during vacation time. We notice she is wearing a diamond.

Ray White spent Fourth of July at Hampton Beach. He says dancing with a bad sun burn isn't so good.

Ray Young motored to Provincetown over the Fourth. He says the scenery(?) is wonderful.

Hazel Crandall motored to the White Mountains over the holiday.

Hope Spiers is back from a week's vacation at Provincetown.

Agnes Foley is now on her vacation.

Two interesting letters from the Prison at Concord, New Hampshire arrived the other day, after the airship had visited Concord on the 4th. They were dated "Jully 6, 1930" and both read as follows: "The Bird Rug Co. Dear Sirs, I was very much pleased to note the kindness shown towards us here at the prison, on the Forth. It was a supprise, for which I personaly want to thank you, for the gratitude shown towards us. I thank you."

Peg Owens, Anna Kelliher and Katheryn Broderick are taking a trip through the White Mountains.

We were pleased to see John Donovan, George Dobler, Jack Cook, Art LeBlanc and Ernie Smith recently. We understand that Jack has been married since January. Although we all agree it was rather mean of him not to let us in on the big event, still we are wishing him the best of luck.

We are mighty glad to have Stan Blackmer back in the office with us again.

Reid Appleby is spending his vacation in Canada, where numerous messages tell us he is having a good time.

While on her vacation recently, Mrs. Helen Randall traveled by air from Detroit to Chicago. She tells us that what she minded most was not being able to talk!

Dwight Colburn spent July 4th enjoying the sights of Provincetown.

Pauline Rafuse and Anna Smith are spending their vacations on Pauline's aunt's farm in Quebec, where they will be visited by Fuller Lockhart and his wife, who are making an automobile trip through Canada.

Mildred Saitz has said goodbye to the Box Sales Department, and is soon to be married. When she left, she was presented with twenty dollars in gold by the department.

Have you seen Nellie Patinsky's new bob? We like it!

Alice Clem is vacationing in Kennebunkport, Maine.

Mary Dalton and Josephine Morris are working in the Stenographic Department during the summer months. We are glad to see them back again.

Those who have already had their vacations in the Stenographic Department are: Dorothy Hartig at Alton Bay, New Hampshire; Alice Conley at Falmouth, Ethel Stock at Lake Archer; and Mary Stone at Onset.

Catherine Dowdie substituted for two weeks at the Boston Office in Alice Fales' place.

Mrs. Holmes spent a recent week end beaching and while doing so met one of our former employes, who is a very prominent bachelor, Fred Spang—he also was beaching.

We are glad that Mr. Merrill is able to abandon the crutches he sported for a week, after spraining his ankle while fishing in Maine.

Mary Clancy and Catherine Delaney have returned after a pleasant vacation visiting Quebec and the Shrine.

Gertrude Smith spent her two weeks with her parents at Lake Pearl.

Anne Wilson is back with us again after a vacation of two weeks spent at Swift's Neck.

Our Assistant Treasurer, H. E. Davenport, with family, took a long trip while on his vacation, visiting New York,

Niagara Falls, Hamilton, Ontario and Northern Ontario, through Huntsville to Kearney. He covered 1600 miles.

Robert Beattie lost his dog, and the boys at the Bird Club are trying to solve the problem as to whether it is lost, strayed or stolen.

The goldenrod and rag weed of Plainville will have a hard job of it to get any sneezes out of Austin Grant this year. He has been inoculated against hay fever.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran
Herbert L. Badger
Welthea Smith
Herman Nordstrom
John F. Burke
John H. Maguire
Mary Driscoll
John DeCosta

Welthea M. Smith is spending her vacation, July 14–26, at Camp Edith Macy, Briarcliff Manor, New York, one of the National Girl Scout officers training schools. Miss Smith, who has been a leader of the East Walpole Girl Scouts for eight years, was one of the officers chosen by the National Court of Awards to receive a scholarship under the Harmon awards. This scholarship was founded by Mr. Harmon for Girl Scout officers of unusual ability and offers an opportunity for advanced study in any of the National Girl Scout officers' training schools. It is considered a high honor to receive it and we congratulate Miss Smith for it, and for the splendid work she has done with the East Walpole Girl Scouts.

Joseph F. Kalouch of Maine has picked the Research Laboratory for his headquarters. Welcome to the home of chemicals, Joe.

They say "The early bird gets the worm." Mr. Graham of the Research Dept. was our first vacationist this year. Jim came back displaying a double decker coat of tan, which shows that cruising certainly agrees with him.

Albert Gilmore of the Main Mill Laboratory gave us all a surprise when he announced, shortly before he was to leave on his vacation, that he was to be married on the evening of July 3rd, to Miss Mae Blake from Maine. Mr. and Mrs. Gilmore are now living in Norwood. We wish them both the best of luck.

Clarence Bergstrom is vacationing at Block Island.

Joe Rosevitch is contemplating the purchase of one of the new Austin cars. Joe says they may be small, but just watch him get into one, and then get your field glasses and watch them go.

Lewis Keddy and Ralph Clark are back from Camp Devens, and they like it so well that they are going to re-enlist.

James Donavan got quite a sunburn at Tennean Beach, July 20th.

Herman Nordstrom made his weekly trip to Sears Roebuck last Friday with Jack Seastrand.

Vincent Fabellini of No. 4 machine is sporting an Essex Sport Coupe.

James Trenholm is taking his meals at the Arcade Restaurant in Cambridge. We wonder why.

Ralph Wilkins is on his annual vacation at Bangor, Maine.

Peter Rucstalis spent his vacation at the nearby beach resorts.

Charles Grover is at home after an operation at the Norwood Hospital. He is getting along fine.

Anthony Feeney is at the Norwood Hospital with a case of blood poisoning.

Tom Burns is burning up the road between Walpole and Mansfield. Pretty snug, Tom!

Engineering

John Maitland
Mario Boragine
Sidney Stather
Walter Down

Michael Curran enjoyed the weekend of the 4th in Portland, Maine.

J. R. Burhoe and family are motoring through the Middle West. We envy Jack.

Michael O'Malley spent his service vacation, like the endurance fliers right around home port. Mike knows the ways of the world too well!

Famous sayings—"I'll bet you a thousand dollars"—Bob Orr.

Martin King and Mrs. King are going to have a real vacation this summer. They sail for County Galway, Ireland on the S.S. Scythia of the Cunard Line, August 15th. As this is Martin's first trip in over thirty years, he will no doubt find things considerably changed. We all hope they have a very pleasant voyage and a very enjoyable time while over there.

Miss Marie Fahrmann and William Gokey are to be married on August 15th. The Ceremony will take place at the Episcopal Church in Roslindale. Congratulations and the best of luck!

Frances Bannon is spending all his weekends at Brant Rock, and we are curious to know just what the inducements are down there.

John Rasch has been confined to his home through illness for the last few weeks. We hope his recovery will be speedy.

Vacations in this department include Charles Rafuse at Onset; Harry Godkin in Canada; Joseph Sheehan in Maine, and Carl Osterlund.

Phillipsdale, R. I., Mill

Rexford H. Salisbury
David S. Lowry
John H. Nolan
Leslie E. Howard

At last the men on the reel company have fallen down in a hose contest. At the July drill Company 3 under Captain Broderick beat out the Reel Company by six seconds and they are now Phillipsdale's champions (for the time being). At the conclusion of the contest Chief Henderson presented the winning captain with a suitable prize which was enjoyed by all. Captain Broderick's company consists of John Madeiros, Manuel Rodriques, Charles Sinnett, and Pete Teresska. Captain Vatcher and his company were supposed to be on hand also but they evidently got cold feet.

Harold B. Hey, who has been with us less than a year, now leads Phillipsdale in the number of accepted suggestions this year.

Joe Borges was seen sporting what he called a moustache for a while but it became too heavy with the hot weather and was at last removed. In spite of this, however, we understand that Charlie Anthony is doing his best to raise one. So far he hasn't gone past the tickler stage.

We welcome to Phillipsdale Ted Maddern who now has charge of receiving.

William Livingston has graduated to the class of automobile owners with his recent acquisition of a Chevrolet coach. John Barquist is also giving us a treat with his new Chevrolet coupe.

We were glad to hear that Mrs. Holter is recovering from her recent operation for appendicitis.

Red Harrington, the man who lights up King Phillip Road so the boys can find their way in at night was recently caught in Providence without any lights whereupon he had to see the judge.

During a heavy rain storm Albert Carlson found himself stuck away out in Cranston at a gasolene station All he had to do was wait until things dried up five or six hours later and then he came home. Clarence Pierson also was stuck this time but he knew enough to leave his car in front of his house.

Steve Baron and Adolph Adamonis have been cutting the hay around the mill. Steve had also the help of his old horse which is the same one that we once had here at Phillipsdale.

The birth of Ernest Mello, son of Jack Mello, was announced on June 25.

Joe Silva made a quick trip to Canada over the Fourth. He went 1100 miles in three days staying in Canada two hours and a half. Probably Joe couldn't find what he was looking for, but then again maybe he got too much of it.

BOX FACTORIES

East Walpole, Mass.

No. 1 Box Shop

Edward Gronroos *Charles H. Mutch* *Ralph Watson*
Herbert Lewis *Ralph Farris*

Claude Smith has taken unto himself a wife and at the present writing is honeymooning in Nova Scotia.

Bob Morse and Harry Tower week-ended recently at Old Orchard, reporting a good time.

Joseph Keefe is certainly rising in society. Joe was seen recently in the company of a prominent lady member of the South Boston Aristocracy.

Walter McKenna is the proud father of an eight-pound boy.

Genevieve Pare has returned from a two weeks' vacation at York Beach, Maine.

Discomfort, and how! Sunburn took its toll, July 20th, and many are the sore backs and shoulders in the Box Shop.

Virginia Mondean has left Bird & Son. She will visit at her home in Maine for several months.

Frank Welch and John O'Donnell had their service vacations the second week in July.

Several weeks ago a pretty picture was seen at Willett Pond. It was Arthur Anderson rowing a boat!

Lawrence Blatchford motored to Maine to Camp Underwood during the 4th of July week-end.

John Barrett will give oral instructions in golf to anyone interested.

A bad fire destroyed Mike Vitsocir's barn and partly damaged his home early Sunday morning, July 20th.

Herman Lauble spent his vacation landscape gardening on his Westwood estate.

John Cook spent his in New York City.

Stanley Palleko and Charles Ketveris stayed at home during their vacations, and James Constantino went to New Brunswick, Canada.

James Ellis attended Camp Devens with Company G of the 101st National Guards.

No. 2 Box Shop

Edward Scanlon *Christine Sherer*
Catherine Brady *Anna Duffy*

Peter Bridgham went into Boston to see his Uncle Eph recently, and there was such a crowd there that a kind hearted cop had to let him out the window, so that he could catch his train back to Sleepy Valley. We think that Peter is returning to his childhood again, playing the game, "Go in and out the Window."

Anna Duffy is worrying about how, when and where she is going to receive her mail when she goes traveling on her two weeks' vacation. Our advice is, either take him with you, or stay at home. It doesn't pay to worry.

We were very sorry to hear of the death of Dan McDavitt, and we extend our sympathies to Frances McDavitt, who works in the printing department.

Mary McKinnon is spending her vacation at Salem Willows.

John Clancy and John Wilkes are on their service vacations.

Ernest Stather has returned from his vacation spent on an automobile trip to Washington, D. C.

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Ralph Kolseth *Charles Savage* *Charles Watson*
John White *Edward Hiller*

Ralph Kemp, Ray Call, and John H. White were recent guests of Charles O'Connor at his Sunset Beach, Nantasket, cottage. The party set out on a fishng trip and got caught in a heavy bank of fog, miles beyond Graves light. They forged ahead blindly until reaching Stoney Beach, Pemberton, where the fog lifted again, much to their relief. Some fellow invented a compass for such occasions, and he never intended it to be used for a house ornament.

The catch was small, but a good batch of clams evened up matters.

Charlie, by the way, also took a trip to Maine, where he won the ice cream eating contest.

The road from Water Street to the Shipping office has been widened and a new grass plot laid near the new Storehouse.

Edmund Wenstrom advises that the fishing in Norton Pond is excellent.

Arthur McKenna spent a recent Sunday at Falmouth, and is sporting a sweet coat of tan.

The new shingle conveyor in the Finishing Department is now complete, and a new ventilating and suction system installed at the No. 1 machine slate scales is operating favorably.

Roofing plant vacations read as follows:

John Mattson worked around home.

Michael Sheehan took short trips to nearby beaches.

John Caulfield divided his time between Revere and Nantasket.

Tony Milus was in and out of Nantasket.

Tony Willota stayed at home.

Nelson Bartlett is at Quonset Point, R. I.

Charles Chorlton drove over the Mohawk Trail to Montreal.

Robert Roy spent his time between East Walpole and Falmouth Heights.

Herbert Jepson spent his time at Mattapoisett.

Ralph Clifford went into training quarters at Camp Devens.

Frank Lacivita spent some time in East Walpole, and some in Bridgeport, Connecticut.

Albert Surette went to Yarmouth, Canada.

Ed Hiller visited relatives at Great Point Lighthouse, Nantucket.

We understand that the laboratory owns a trick refrigerator. For further information see Warren Kumblad.

Milton Beasley is on a camping trip at points along the woods of Maine and New Hampshire.

Stanley Phillips has postponed his vacation.

Ralph Kemp is to spend his vacation in the Maine woods and the White Mountains.

Familiar Scene at No. 1 Box Shop

A few of the men who have enjoyed service vacations are: Patrick Feeney, James Marcus, Edward Macchi, George Polumbo, Michael Folan, Roy Packard, John Wosner, Dan Treventi, James Loughman, John Ruskis, John Graham, Alex Szugia, William Standish, John Eppich, Adolf Kotak, and Stanley Alukonis.

Doc Watson has been filling in as Night Foreman while Ralph Kolseth was on his vacation.

Newall Tibbetts has been filling in for vacations for both Taggart and Bishop.

We guess Ed Lincoln will be more careful in going round corners in the future. State cops have good eyes, Ed.

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell F. Lydon*

In recent Tennis matches The Steel Racquet Boys (Eric Gach and Mr. Hird) were defeated in three straight sets by the Mill Sheiks (H. Pollock and G. Young), while the Mill Sheiks were defeated three out of four sets by Messrs. Hird and Schreen.

Duke Perrizo has a new Wright & Ditson tennis racquet, and is going to show the boys around the office how this game of tennis really should be played.

We are sorry to report the death of Henry Morman, who passed away at Sacred Heart Sanitarium, Milwaukee, on June 25th. Mr. Morman was with us as Master Mechanic for the past nine years, and his daughter Florence is employed in the Stenographic Department.

Those who did not get a look at Harold Altman and Gordon Wikelund in their plus fours one afternoon recently have something to regret.

It has been rumored that Mr. Hird disappointed Glen Young and Duke Perrizo, one day not so long ago, by going to the golf links instead of coming to the tennis court.

We are glad to see Ed Baldwin back to work after his illness.

There is a new member in the family of Bob Rush. She has been named Beneta L., and weighs about five pounds.

There is not much news this month, but a long vacation list, as follows:

Lou Lance and Bill Eby of the Mill did not tell us where or how they would spend theirs.

B. J. Overholt went to Ogden Dunes, Indiana where he has a new cottage.

O. B. Schreen, Denver. Jonas Johnson stayed in Chicago. Anne Kelly, Chicago and Channel Lake, Ill.

Bob Brebach spent one week of his vacation driving back and forth on 76th St. honking the horn of his Pontiac each time he passed the office.

Herman Pollock, South Haven, Michigan. B. Borkenhagen, Chicago. Martin Thompson, Chicago. Henry Swanson went to Louisville, Ill., and Ben Macklin did not say where he spent his vacation.

Howie Hanna and his Chevy left for New Harbor, Maine.

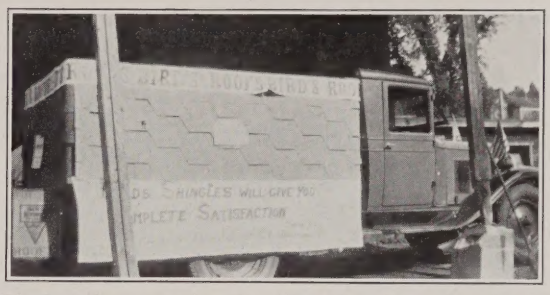
James A. Bartlett has gone to Kentucky.

Marshall F. Meyer toured the Lake Region including Cicero and Mud Lake.

Marge Thompson spent part of her time at Channel Lake, Ill. and the rest in Chicago.

Elmer Jansen also toured the Lake region and the Wisconsin Dells.

On July 4th, Neponset, Jr. made his first appearance in the parade at Walpole. Roofs and Rugs were well advertised on that day.



This float was snapped at Franklin, New Hampshire, by Amos Wiljakainen of the Flooring Finishing Department. It was part of the Fourth of July parade in that town

L. A. Lance, Sr. went to Pittsburg, L. Howell to Joliet, Ill., and Gordon Wikelund to Waupaca, Wisconsin.

R. Wolf and L. Houde went to Canada via New York.

Vi Rice's folks are here from California and she has taken a week of her vacation now to entertain them.

W. W. Wilson and family are making a non-stop flight to East Walpole in their Ford.

Dorothy Shelstrom has gone to Indiana and Mississippi.

C. J. Perrizo is visiting his home in Fond du Lac, Wisconsin.

A. Alexander went to Detroit, and Herman Kleinow left without saying where he intended to spend his vacation.

FLOORING PLANT AND OFFICE

Norwood, Mass., Plant

Lloyd Smith *Lester Evans*
Tom Rogers *Lawrence Gammell* *Leo Haggarty*

At Housatonic the Horse Club held a week end Ride, climbing Mt. Greylock on the Saturday afternoon, following the fourth, camping at the Appalachian Club for the night, and coming back Sunday morning. A few of the new members, Clarence Phillips, John Pratt, and Harry MacDonald, showed the effects of such a long ride for the first time out.

It was voted to raise funds to purchase a fox for the November Hunt, and also to provide a suitable trophy for the winner of the hunt. William Ivatts read a report on the County Fairs and regulations for entries, and it was voted to be represented wherever possible.

John Macchi spent three days at Plymouth, Mass., where he represented the Norwood Lodge of Eagles at the Convention.

Everett Tripp reports that the blueberries are very luscious in Foxboro, but advises the boys to go berrying in the daytime, and not at night.

Carl Hamilton spent his vacation at Eastport, Maine. He came home single—so he says.

John Fucci has returned to work after a week's vacation at Nantasket Beach.

John Smith has succeeded in getting the remains of his Studebaker back from Maine.

Lester Evans enjoyed a week's vacation at Sebago Lake Maine.

Martin Scampini is giving the Buick a rest. He goes canoeing at Willet Pond, now.

Louis Bagley is still bringing sand back from Onset Beach.

CHICAGO OFFICE

G. B. Blackmore *V. D. Szukalla*

Several changes have been made in the salesmen's territories within the last few weeks. A. V. Ternus, who formerly travelled in Texas, is now one of the city salesmen in Chicago and R. A. Kent and C. D. Knapp have split up Ternus' former territory. Mr. Mann has left our employ and E. J. Roberts is now covering part of Mr. Mann's territory, P. L. Agnew taking over Montana, Wyoming and Colorado. We wish every one of them the best of luck.

Vacation time is here! Some are going and others returning, looking very rested and ready for another year of service. Sadye Doughty, Harley Lageschult and Helen Behrens have just recently returned from vacations, and all report having a very enjoyable time. Sadye claims she lost eight pounds while in the country because she didn't get enough to eat. Are you sure it was that, Sadye, or was it because you were lonesome(?). Speaking of Hiawatha or Minnehaha, they must have a brother working for Bird's. When Harley returned we had to get acquainted all over again. He was so sunburned that he was asked to pose for pictures depicting "The End of the Trail" or rival the big Indian chief who used to represent the tobacco stores. Anyway, Harley, you looked marvelous and we all like you—black or white!

Chicago's new Safety Committee: Back Row, J. G. Young, M. F. Meyers, Chairman; Front Row, Robert Rush, Nicholas Ahrens, Elizabeth Borkenhagen, Michael Thomas, Tony Ecklund, Louise Lance, Jr. and Louis Lance, Sr.

We have seen quite a few familiar faces around the office lately. Their visits have been short but long enough to say "hello" and renew conviviality. These include F. W. Jakel of Milwaukee, J. A. Petitclair of Iowa, E. A. Smith of Illinois, G. R. Groendyke of Detroit, P. L. Agnew of Sioux City, Iowa, S. R. Reid of St. Louis, and we were very glad to see them again.

Those going on vacations this week are Mary Curran, Virginia Szukalla and Jimmy Campbell.

Sam Creden has just returned from Los Angeles and is still the same old Sam—happy, we guess, to return to the Central States, where he will take up his new duties in the states of Illinois and Wisconsin. We all go for that white linen suit, Sam!

A birthday cake was baked by Mary Curran for Virginia Szukalla, who celebrated her birthday the 18th of July. Needless to say, the office force enjoyed the cake immensely—and what cake eaters we have here!

You will be interested in reading the following memorandum received from Mr. Mann regarding Super-Grade:

"It sure is a pleasure to call on the dealers that I sold Super-Grade to last trip and see how enthusiastic they are about it.

"I called on Flann & Eckersall who have furniture stores in Rigby and Rexburg, Idaho. I surely got a kick out of Mr. Eckersall showing me how much better Super-Grade was than anything on the market. You would have thought that I was a customer instead of the factory representative. He said, 'Why that paint is just like rubber and such finish I never saw on any floor covering.'

"They are closing out all their printed floor covering and going to sell Super-Grade instead as he said that he could give his customers a lot better value and at the same time make more money as they are selling printed floor covering for $1.00 per square yard."

NORFOLK COUNTY LEAGUE

BIRD & SON has completed its games in the first half of the Norfolk County League, and because of a series of defeats during the past month, does not stand in the "winning half" of the league. The team's final standing was sixth in the League of seven teams.

Since the tie game with Canton, which was called at the end of the sixth because of rain, the story of Bird & Son's Baseball games has not been a very cheerful one. Six games have been played and lost. On June 26th Stoughton started the ball rolling the wrong way, by getting 10 runs to our 8. On June 28th the score stood Norwood 3, Bird & Son 2, at the end of the game. Hollingsworth and Vose beat us 4 to 0 on July 6th, and on the 11th, Dedham Holy Name team won 6 to 4. The two other games were with Canton on the 15th, and Condit on the 18th. The Canton score was 5 to 2, and the Condit game 4 to 2.

In the Stoughton game on the 26th of June, Fitzgerald hit a home run in the 7th inning. Altogether in this game there were 11 extra base hits—10 two baggers and Fitzgerald's homer.

The schedule of the second half has been drawn up, and games will start immediately. With the addition of three new men, prospects look a little brighter for Bird & Son. Dixon, Slavin, and Smelzer have all joined the team since a month ago, and with their aid and the better grade of baseball which the team has exhibited lately, big things are expected.

A game with the Philadelphia Colored Giants was played on June 30th, in which Dave Bowles exhibited some fine pitching, but the final score there does not look well on paper—10 to 0.

The batting averages, the standing of the League as of July 22nd, and the second half schedule of Bird & Son games are listed below.

Batting Averages: over .250.

	AB	H	Average
Ernest Oakes	44	17	.386
Fred Vietze	26	9	.346
John Bradley	29	9	.310
William Fitzgerald	44	13	.296
Howard White	51	15	.294
Robert Graney	50	14	.280
William Murphy	51	14	.274
Stanton Slavin	8	2	.250

Schedule for second half (Bird & Son games):

July 20—with Stoughton at Stoughton.
July 24—with Norwood at Norwood.
July 26—with Condit at East Walpole.
July 31—with Hollingsworth and Vose at East Walpole.
August 3—with Dedham at East Walpole.
August 9—with Canton at Canton.

August 14—with Stoughton at East Walpole.
August 16—with Norwood at East Walpole.
August 21—with Condit at Hyde Park.
August 28—with Dedham at Dedham.
September 1—with Canton at East Walpole.

STANDING OF THE LEAGUE JULY 22

	Won	Lost	Per Cent
Canton	7	2	.777
Dedham Holy Name	9	3	.750
Condit	8	4	.667
Norwood	5	5	.500
Stoughton	4	6	.400
Bird & Son	4	7	.364
Hollingsworth and Vose	2	9	.182

GIRLS' TENNIS CLUB

MATCHES are being played off according to the rules and regulations drawn up a month ago, and the present line up of groups is as follows:

Group A	Group B
Catherine Dowdie	Ernestine Campbell
Margaret Turner	Berta Kugel
Statia Markewicz	Betty Lamore
Hope Spiers	Muriel McDonald
Alice Clem	Phylis Polumbo
Bertha Broadley	Kathryn Broderick
Evelyn Wadleigh	Margaret Delaney
Julia Lewis	
Group C	**Group D**
Martha Clem	Anne Brennan
Veronica Makarevich	Wilma Reardon
Mary Stone	Dagmar Peterson
Genevieve Pare	Louise Percy
Congetta Civale	Eva Knoll
Ethel Duncan	Dorothy Hartig
Hazel Crandell	Anna Kelliher

DEPARTMENTAL BASEBALL

THE Bird Club Team, with 4 victories and one game lost, are still leading the League at the present writing.

Because of conflicts with Bird & Son games, and also because of poor weather, the schedule in Departmental Baseball has not yet been finished. Four games are still to be played.

At a recent meeting of the Managers of the League, it was voted to change the name of the Norwood Plants team to the Bird Club team, and for the rest of the season, it will be known under that name.

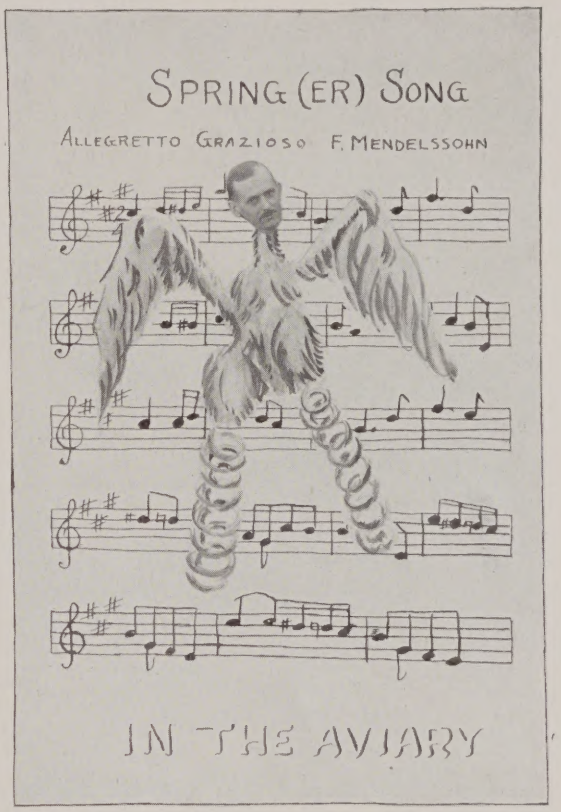
We give below the team standing, and some of the batting averages.

Standing of Teams as of July 21:

	Won	Lost	Per Cent
Bird Club	4	1	.800
No. 2 Box Shop	3	3	.500
No. 1 Box Shop	3	4	.430
Main Mill	1	3	.250

Batting averages of those over .300:

	AB	H	Average	Team
Ernest Oakes	20	12	.600	Main Mill
Patrick Sylvester	21	12	.570	No. 1 Box Shop
Howard White	22	11	.500	No. 1 Box Shop
John Bradley	20	9	.450	Bird Club
John DeCosta	16	7	.436	No. 2 Box Shop
Joseph Eppich	14	6	.429	Main Mill
Charles Rafuse	22	9	.410	Main Mill
Alan Shaw	18	7	.390	Bird Club
Joseph Erker	19	7	.368	No. 2 Box Shop
Miah Coughlin	19	7	.368	No. 2 Box Shop
Edward Fitzgerald	11	4	.364	No. 1 Box Shop
M. E. Tarr	9	3	.333	No. 2 Box Shop
Robert Beattie	16	5	.312	Bird Club
Fred Vietze	16	5	.312	Main Mill
Edward Moore	10	3	.300	Bird Club



THE SPRINGER BIRD

Whether his name is Springer
Because his legs are long,
Or whether the length of his legs
Determines his name—it's wrong

To say that it matters not
Whatever you call this bird;
It matters a lot—you'd know it, too,
If ever his song you'd heard.

For a songster sweet is this Springer Bird.
He's our Cost Accountant, too;
In community and church affairs,
He always has much to do.

A friendly smile, a joke or two,
He has for all he meets.
In his Buick car you see him oft
As he drives along the streets.

We 'most forgot—he's a golfing fan,
Like everyone else we know.
In fact, he's as reg'lar a feller
As you'll find wherever you go.

The Mocking Birds.

Visitors at Our Plants During July

East Walpole Mills

Mr. Henry M. Wheelwright of the George W. Wheelwright Paper Company, North Leominster, Mass.

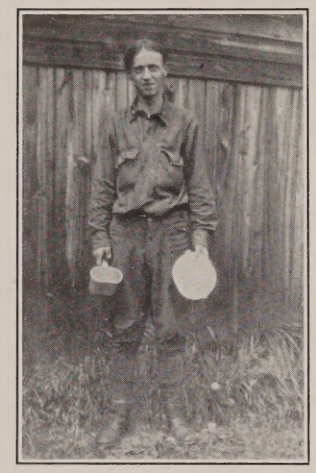
Chicago Flooring Office

Mr. Lubin of Commercial Draperies & Dec. Co., Los Angeles, Calif.

Mr. E. B. Erskine of Butler Paper Co., Denver, Colo.

Mr. Sol Cohen of National Furn. & Bedding Co., Leavenworth, Kans.

The Summer Furniture Market has been very successful and we are pleased to list the visitors in our display room within the last two weeks:



Private Clement Coughlin of the Flooring Print Machines, shown in a favorite pose at camp recently. It is reported that he gained 15 pounds, which places him in the featherweight class.

Mr. Thompson, Carson Pirie Scott & Co., Chicago.
Cabiness Furn. Co., Austin, Texas.
Mr. Hoffman, Park Lane Hotel, St. Paul, Minn.
Mr. McClennon, Marshall Field & Co., Chicago.
Mr. Rack, Lloyd's, Menominee, Mich.
Mr. Gaimond, Lauerman Bros., Marinette, Wisc.
Mr. John, Carson Pirie Scott & Co., Chicago.
Mr. Uttermark, H. Uttermark & Son, Marion, Wis.
G. F. Reif, Springfield, Ill.
Mr. H. Moore, Manufacturers Furn. Co., Little Rock, Ark.
Mr. Leitz, M. W. Savage Factories, Minneapolis, Minn.
Mr. Ed. Hoffman, St. Paul, Minn.
Messrs. Sol Cohen and Harry Rosencranz, National Bedding Co., Leavenworth, Kans. and Kansas City, Mo.
Mr. Chism, Mississippi Valley Furn. Co., Memphis, Tenn.
Mr. W. R. Scott, Tuerke Merc. Co., Ft. Dodge, Iowa.
Mr. Robinson, Carson Pirie Scott & Co., Chicago.
Mr. McElvey, Leath & Company, Chicago Heights, Ill.
Mr. Lambdeau, F. S. Kelly Furn. Co., Green Bay, Wis.
Barden & Frisby, Kenosha, Wis.
Mr. B. F. Wood, Okla. Furn. Buyers, Ass'n, Oklahoma City, Okla.
Mr. P. Denkema, Young & Chaffee Furn. Co., Grand Rapids, Mich.
Mr. J. J. Zevalkink, Columbia Warehouse Furn. Co., Grand Rapids, Mich.
Mr. Levy, Home Furn. Co., Milwaukee, Wis.
Mr. Krause, West Side Home Furn. Co., Milwaukee, Wis.
Mr. Lindsay, Home Furn. Co., Monroe, La.
Mr. Howell, The Howell Co., Dallas, Texas.
Mr. Rule, Manufacturers Furn. Co., Little Rock,.
Allen Furn. Co., Morris, Ill.
Weyand Furn. Co., St. Paul, Minn.
Radandt Furn. Co., Wausau, Wis.
Mr. Fouts, Schmitt & Henry Mfg. Co., Des Moines, Iowa.
Messrs. J. E. Katterhenry and E. J. Ortmeyer, Spiegel Furn. Co., Evansville, Ind.
Mr. Leo Johnson, Moorhead, Minn.
Mr. Ruben, Davis & Ruben, Minneapolis, Minn.
Wm. Volker & Co., Salt Lake City, Utah.
Hartman Furn. Co., Milwaukee, Wis.
Mr. Simons, May & Malone, Chicago.
Mr. H. N. Ryden, Schmitt & Henry Mfg. Co., Des Moines, Iowa.
Mr. Dierke, L. Fish Furn. Co., Chicago.
Mr. Chas. Blomer, C. Graulich & Co., Evansville, Ind.
Mr. Chris M. Hoffman, C. Graulich & Co., Evansville, Ind.
Mr. Smith, J. F. Callaway & Co., Marlow, Okla.

FRANCIS WILLIAM BIRD TROPHY

FIRST round matches in the Francis William Bird Trophy Tournament are to be played off before the 26th of July. Nine entrants are listed, which means that there will be two rounds of matches before the finals which must be played before August 16th.

All matches are to be played on the Francis William Park courts, and the winner is to have his name inscribed on the Francis William Bird Trophy—and in addition will represent the Park in the Public Parks Tournament at Springfield. East Walpole has been asked to join this tournament, which is scheduled for September 1 and 2, and it was decided to pick the entrant in this way.

In the first round of matches, the entrants are paired off as follows: Peter Clem vs. Albert Kimball; R. Harkness vs. Frank Clem; Carl Clem vs. A. Curtin; Frank Vietze vs. Frank Reynolds; Ollie Barr vs. J. Weisul.

EAST WALPOLE TENNIS CLUB

Individual Standings in Ladder Tournament

1.	Donald Kirkpatrick	12.	R. A. Smith
2.	Frank Clem	13.	Ralph Kemp
3.	Edgar Tarr	14.	Donald Chase
4.	Raymond Young	15.	Frank Vietze
5.	Perley Mudgett	16.	William Miller
6.	Peter Clem	17.	B. D. Rogers
7.	Carl Clem	18.	R. Perdue
8.	Frank Reynolds	19.	Stanley Phillips
9.	Ollie Barr	20.	Albert Kimball
10.	Richard Sprague	21.	Edgar Grout
11.	Gordon Wilson	22.	Kenneth Dresser

ADVERTISING RECOLLECTIONS

Concluded from Page 6

business has been developed by four generations of one family in a direct line—a statement interesting and probably unexampled in the history of paper making in America. Within a decade we have built mills which now operate in Norwood, Mass., Phillipsdale, Rhode Island, Hamilton, Canada, and Pont Rouge, Canada.

"At the time the daily maximum paper mill capacity is 300,000 pounds, Roofing capacity 600,000 square feet, and Waterproof paper, 800,000 square feet."

In order to get the real significance of these strides and changes one should see the original samples and circulars, some of which have been reproduced with this article.

BIRD PRODUCTS

Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt — American Twins Thick Butt — NEPONSET Double Twins
American Double Twins — Hex-Twins — Lock-Butt — Individuals
Super Twins (Thick Butt) — Giant Individuals

BIRD Roll Roofing

Paroid — Art-Craft — Shingle Design — Slate Surfaced
American Ready — Old Reliable — Universal

BIRD Building Papers

NEPONSET Black — Saturated and Coated — American — Economy
Refrigerator Insulating — Paper Mulch

BIRD Wall Board

NEPONSET Board, Cream White — American Board

BIRD Specialties

Asphalt Felt — Paroid Built-up Roof — BIRD Deadening Felt
Plastic Cement — Roof Coating
BIRD Insulating Board — Art-Bric Siding

Flooring Division

BIRD Rugs — BIRD Floor Coverings — BIRD Tile Flooring
BIRD Rug Border — BIRD Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases — BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots — Tack and Screw Boxes
Flower Pot Covers

Special Paper Division

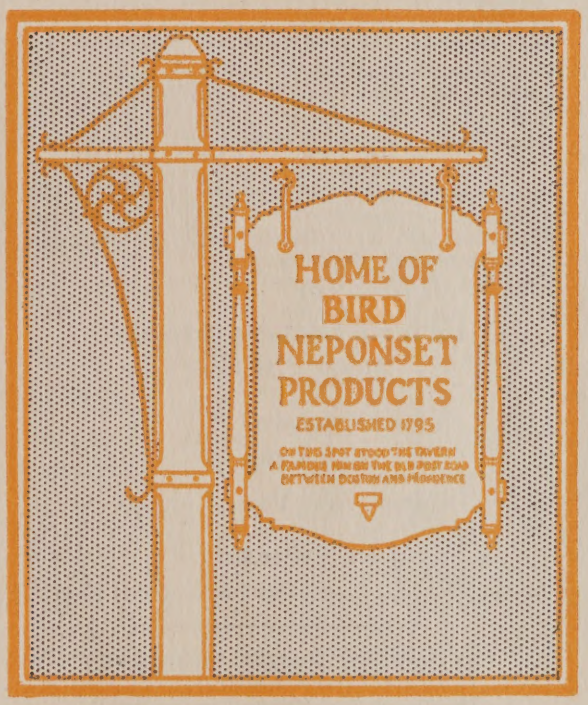
Standard Pressboard — Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes

BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

{List of Bird Products on Inside Back Cover}

BIRD'S Neponset REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole. Mass.



VOL. XVIII NO. 9 SEPTEMBER 1930

Established 1795

BIRD & SON

(incorporated)

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.
Phillipsdale, R I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

Officers

President, Philip R. Allen
Vice-President, George R. Wyman
Vice-President, Elmer H. Bartlett
Sec. and Treas., Herbert H. Miller

Directors

Philip R. Allen
Elmer H. Bartlett
Charles S. Bird, Jr.
George D. Dutton
George C. Lee
John R. Macomber
Herbert H. Miller
Howland Twombly
George R. Wyman

SALES

Paper Sales Division
Vice-Pres. and Mgr.
E. H. Bartlett

Roofing Sales Division
Manager, P. H. Bailey
Eastern Mgr., W. E. Hale
Southern Mgr., A. D. Kilham

Box Sales Division
Manager, C. H. Andrews

EXECUTIVE

Asst. to Pres., R. C. Floyd
Treasurer, H. H. Miller
Asst. Treas. and Credits, D. E. Merrill
Asst. Treas., H. E. Davenport
Purchasing and Traffic, A. H. Russell
Assistant, M. J. Hawkins
Auditor, A. H. Anderson
Labor Bureau Manager, B. D. Rogers

Research
Director of Research, G. R. Wyman
Assistant, E. M. Lines
Chief Paper Div., E. L. Connolly
Chief Flooring Div., J. E. Graham
Chief Box Div., J. B. Maguire

MANUFACTURING

Vice-Pres. and Mfg. Mgr., G. R. Wyman
Asst. Mfg. Mgr., S. B. Montgomery
Plant Engineer, C. W. Conrad
Supt. Planning Div., P. N. Hills
Supt. Paper Div., S. W. Smith
Supt. Felt Div., T. G. Henderson
Supt. Flooring Div., R. M. Wight
Supt. Norwood Rfg. Div., E. L. Chamberlain
Supt. No. 1 Box Factory, R. L. Tupper
Supt. No. 2 Box Factory, S. W. Gladding

WESTERN ROOFING DIVISION

Manager, F. H. Hird
Sales Manager, W. W. Wilson
Manufacturing Manager, B. H. Roberts

Branch Offices

Boston, New York, Chicago

Warehouses

East Walpole, Mass., Norwood, Mass., Chicago, Everett Mass., Brockton, Mass.

FLOORING SALES DIVISION

Bird and Son Sales Corporation

President P. R. Allen
Vice-President and Sales Manager, H. E. Sawyer, Jr.
Sec. and Treas., H. H. Miller
Eastern Mgr., W. B. Rogers, Jr.
Western Mgr., R. W. Westcott

Branch Offices

Boston, New York, Chicago

Warehouses

Baltimore, Camden, Chicago, Cincinnati, Cleveland, Dallas, Davenport, Denver, Detroit, East Walpole, Grand Rapids, Los Angeles, Houston, Indianapolis, Kansas City, Memphis, Milwaukee, New Orleans, Oklahoma City, Pittsburgh, Richmond, Newark, San Francisco, St. Louis, St. Paul, Sioux City

BIRD'S NEPONSET REVIEW

Vol. XVIII September 1930 No. 9

FIELD DAY CLOSES PARK PROGRAM

Final Sports Contests Held On August 27th

PERFECT weather, and an enthusiastic crowd of over two hundred participants and onlookers made Wednesday, August 27, one of the best Field Days ever held at Francis William Park.

The crowd gathered at the Music Court, to music furnished by the "talkie machine," borrowed from Bird Hall for the occasion, and shortly after 9:30 adjourned to the athletic field for the sports. Thirty, fifty, and hundred yard dashes were the first events on the schedule, including participants from seven up to eighteen years of age.

Three-legged races call for concentration and co-operation. It looks like a sure win for the leaders

The high jump was the next feature and proved conclusively to more than one spectator that there are some "high-steppers" in East Walpole. The three-legged race for both boys and girls made a good prelude to the big event of the morning—the marshmallow contest for children under ten.

Over fifty children lined themselves up on the wall of the music court, and at a signal from Fred Duncan, Park Supervisor, began to chew furiously on two-foot strings with marshmallows attached to the ends. Disaster almost stopped this race before it began, when nearly half the marshmallows dropped off their strings as they were first unrolled. This was soon remedied, and the contest was on. The cheers of the crowd reminded one of a football game, and right at the height of the race, a baby in the audience, recognizing the marshmallows as something good to eat, started to cry. All in all, it was an exciting three minutes, until the first boy finished. But even after the winner was announced, some contestants kept right on chewing their strings. Evidently the marshmallows looked good to them.

Following this strenuous contest was the rainy day race for the older children. This stunt, in which raincoats and hats and pails got mixed up with arms and legs, also furnished plenty of thrills and laughs, and with its finish, the morning's program was completed.

Promptly at one in the afternoon the swimming races started, including free style and backstroke swims for both boys and girls, diving events and plunges.

Then the "Hoodsies" arrived! And all other matters were laid one side, in favor of eating ice cream and the awarding of prizes to the winners.

Besides the special events on the Field Day, mention should be made of the regular sports events which have made up a large part of the summer's activities—baseball, croquet, checkers, and something new this year—tennis. Unusual interest was shown in this game during the summer, more so than ever before, and the courts were nearly always busy.

Start of one of the girls' swimming races, and part of the "audience"

Fred Duncan was again in charge of the Playground activities, assisted in the afternoons by Miss Olga Anderson, who took charge of the girls' program.

Winners for the season include many children of Bird & Son workers, and are listed below.

TOURNAMENT WINNERS

Pee-Wee Checkers.....Frank Cooper
Pee-Wee Croquet.....Chappie Boulter
Midget Checkers.....Barney Geigol
Midget Croquet.....Barney Geigol
Midget Quoits.....David Jameson
Junior Tennis.....Jack Ahearn
Junior Checkers.....Bob Hunter
Junior Quoits.....Edward Travers
Senior Tennis.....Tess Galbalto

FIELD DAY EVENTS

Won By

Forty Yard Dash (Boys under 10).....Chappie Boulter
Fifty Yard Dash (Boys 10, 11, 12).....Buddy Maguire
Thirty Yard Dash (Girls under 10).....Caroline
Forty Yard Dash (Girls 10, 11, 12).....Barbara Fraser
One Hundred Yard Dash (Boys 16–18).....Roy Walton
Fifty Yard Dash (Girls 13, 14, 15).....Frances Chaffee
Seventy-Five Yard Dash (Boys 13, 14, 15)..Tony Larusso

At the crack of the pistol in one of the boys' swimming races

Sixty Yard Dash (Girls 16–18).....Margaret Sullivan

High Jump Winners
Boys 10, 11, 12.....Barney Geigol
Boys 13, 14, 15.....Andy Farrar
Girls 10, 11, 12, 13.....Eileen Geraghty
Girls 14, 15, 16.....Virginia McKee

Three-Legged Race
Boys.....Joseph Bandonis and Robert Burrell
Girls.....Virginia and Wanda

Marshmallow Race.....Chappie Boulter

Rainy Day Race.....Barney Geigol, Tot Baronowski, Duke Geraghty, Robert Cobb and Walter Novick

SWIMMING EVENTS

Won By

20 Yard Free Style (Boys 10, 11, 12....Checho
50 Yard Free Style (Boys 13, 14, 15)....Bob Hunter
20 Yard Free Style (Girls 10, 11, 12)....Eileen Geraghty
30 Yard Free Style (Girls 13, 14, 15)....Frances Chaffee
100 Yard Free Style (Boys 16–18).....Bruce Farrar
20 Yard Back Stroke (Boys 10, 11, 12)..Tot Baronowski
30 Yard Back Stroke (Boys 13, 14, 15)..Charles Markarevich
15 Yard Back Stroke (Girls 10, 11, 12)..Arleen Donahue
20 Yard Back Stroke (Girls 13, 14, 15)..Frances Chaffee
15 Yard Free Style (Girls under 10)....Katherine Chaffee

Diving: Boys' winner, Andy Farrar. Girls' Winner, Frances Chaffee.

Plunge: Boys' winner, William Sline. Girls' winner, Dominca Lipinsky.

Checkers on the wall of the Music Court. It must be a good game!

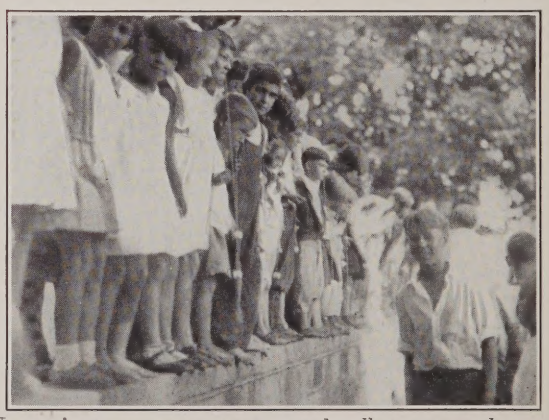
SUGGESTIONS

AT the Suggestion Committee Meeting held on August 6, the following suggestion was the only one which could be classified as showing savings in manufacturing costs and receive an award of ten dollars.

Change in Method of Holding Creasers
Laurence Hubbard, FXR

The following were classified as of intangible value and received an award of five dollars each:

Improvements on FXGM35 Hopper — John Barrett, FXG
Markers for Shingles — Walter Cyr, FBF
Brace Over Gate Valve — William Gokey, EMP
Hot Water Faucet at No. 12 Folder in FXR — Laurence Hubbard, FXR
Improvement on FXCM1 — Edward Hutcheon, FXC
Guide on Broke Beater Chute — Lewis Keddy, DMPM5
Method of Handling Shingle Boards — J. H. McNeeley, EM
Slack Roll on Top of Driers — James Trenholm, DMPM5



No one is too young to enter a marshmallow race—and no one too old to enjoy it. We are betting on the little girl with the white socks in the foreground

Old Lady (about to go up in an airplane)—Oh Mr. Pilot, you will bring me back all right, won't you?

Pilot—Yes indeed, Madam; I've never left anybody up there yet.

Living Skeleton—What became of our fat man and his wife?

India Rubber Man—They got jobs posing for that future shadow in the Lucky Strike ads.

We Talk With Suggestors From The Flooring Plant

THE Suggestion reporter journeyed to Norwood this month and interviewed a number of suggestors at the Flooring Plant. Here again, practically every man felt that it made his work worth while if he kept his eyes open to see what might be improved.

The first man interviewed was John Connelly, Shipping. He has been putting in suggestions since 1927—has submitted 15, 6 of which were accepted. This is 40%—a very good showing. He feels it would be very careless of him to pay no attention to something which he sees can be improved, and he likes the satisfaction of having these improvements made where he can see them himself.

Ira Goding, Maintenance, has been using the suggestion plan since 1921. He has submitted 22 suggestions, 6 of which were accepted—27%. He feels that one hard part about the plan is that we are all very apt to think that every suggestion we put in is a good one.

Carl Johnson, Maintenance, also began in 1921, but has had accepted 14, or 54% of the 26 suggestions he submitted. Also, he won the first grand prize of $100 in 1927, with an additional award of $100 for the same suggestion, and a special award of $25 for another suggestion. He feels a great deal of satisfaction in seeing his ideas put into effect, and added that he would put in suggestions even if there were no cash award.

Nelson Phillips, Print Machines, has submitted 22 suggestions since 1924. Of these 9, or 41%, were accepted. He believes that the consistent use of the suggestion plan keeps you on your toes so that you notice a great many things that you might ordinarily overlook.

Patsy Sansone, Rug Border, began back in 1919. Since that time he has put in 133 suggestions, of which 57, or 43%, have been accepted. Four different years he won awards for the number of suggestions accepted: in 1919 and 1920, first prize; in 1922, 3rd prize; and in 1925 second prize. He can even remember the first suggestion that he put in and that got him started along this road.

LONG LIST OF HOME STUDY COURSES OFFERED BY STATE

TWO hundred twenty-one courses are listed in the three bulletins now available at the office in the State House of the Division of University, State Department of Education, according to an announcement of James A. Moyer, Director. These include both general and specialized courses in almost every conceivable subject included in the academic, commercial, and industrial branches of study.

The interest in these courses has been widespread as shown by the fact that 4586 men and women, largely from the Bay State, but also from most of the Eastern states and from points as far away as Mexico City and Panama, were enrolled in state home study courses during the past year.

Men from Flooring Plant who have made good use of the Suggestion Plan. Left to right, standing: Nelson Phillips, Carl Johnson, Patsy Sansone. Kneeling, John Connelly, Ira Goding

The occupations of students shows an even wider range. Clerks, stenographers, accountants, salesmen, and even executives are included. Architects, bricklayers, carpenters, draftsmen, electricians, firemen, guards, janitors, laborers, machinists, paper machine tenders, policemen, quarrymen, radio men, steam engineers, and textile workers have enrolled. Teachers, nurses, ministers, doctors, lawyers, housewives, and many others are also numbered among the members of the student body of Massachusetts University Extension.

Among the most popular subjects are Plain English, Practical Applied Mathematics, Aeronautics, Elementary Accounting, Principles of Accounting, other English courses, French, and Spanish. Information about these and others may be obtained from University Extension, State House, Boston. The charges for instruction are nominal because the work is carried on under state appropriation.

TYPHOID FEVER

THERE are a number of cases of Typhoid Fever in Norwood. Although none of our workers have contracted it, our Plant Physician advocates Typhoid Vaccine as a preventive.

Anyone who has not received this treatment within the last five years should see his own Physician, or our Doctors or Nurses at the Plant Hospital. Arrangements can be made to receive this vaccine at our Plant Hospitals.

PROTECT YOUR MOST VALUABLE POSSESSION—YOUR EYES

HOW many people are dependent upon your eyes for their comfort and happiness? Your wife and children and maybe others look to you to provide them with the necessities of life. Upon your ability to produce, rests their welfare; and of the five senses, none is more vital as a bread-winner than that of seeing. Minus your eyes you become—for the time being at least—a non-producer, a liability, instead of a strong capable worker.

No Job for an Amateur

Fifty dollars will buy an excellent watch, but all the money in Uncle Sam's treasury and the Bank of England cannot buy an eye that is worth a whoop for seeing. Nobody would think of letting a plumber tinker with a valuable watch, but many will let anybody do an amateur job of first aid on their eyes. Perhaps it is because a watch costs money, but they have never had to come across with cash for a pair of eyes. Or perhaps they have unlimited confidence in nature's ability to repair the human body in spite of abuse.

Eyes are not only essential for much of our enjoyment of life, but they are also necessary in earning the pay envelope that keeps the landlord and the grocer quiet.

Goggles are provided for jobs where the eyes are in serious danger from flying particles. Considerable time and effort is spent trying to induce employees to use the protection provided. Most men realize this, but even the careful ones slip when the job "only takes a minute." Sixty seconds is plenty of time for an accident to do the damage.

Then there is the condition of the eyes itself. Do things sometimes look blurred to you? How often do you have headaches or eyeaches; do your eyes feel puffy and watery or inflamed? These are often nature's warning that you have defective vision and need to see an oculist. Some day you are liable to be fooled by your near-sighted condition and get hurt. Next to the hazards of the eye itself through lack of protection comes poor eyesight. It is said that over 25,000,000 persons who are working in the United States are handicapped by defective vision or eye strain—almost one quarter of our nation's population. Better check up.

It is not necessary to wear goggles on every job as we had said before. Likewise very few particles that get into the eye actually destroy eyesight outright—but infection may do the harm. The germs may be introduced into the eye by the particles, or by unskilled efforts to remove it. When an employee can go to the First Aid Room and get the particle removed, it is hard to understand why he should let a fellow-employee use a dirty handkerchief, a knife, a match, etc. There is not even the excuse of saving a doctor's bill. Do not let any amateur perform on your eyes. If anyone asks this service of you, refer him to the First Aid Room.

BIRD CLUB ANNUAL MEETING

FIVE Directors for three years, a Secretary, and a Treasurer are to be elected at the Annual Meeting of the Bird Club to be held at the Club House at 8 p. m. on the evening of September 12.

B. D. Rogers and H. E. Fuller have been nominated for Secretary, H. S. Whitney and H. E. Davenport for Treasurer, and the following list for Directors, from which five will be elected: H. A. Dresser, M. A. Shergals, J. B. Maguire, D. E. Merrill, S. H. Kay, Frank Sutherland, H. N. Mann, G. E. Smith, J. A. Sheehan, W. C. Ahlgren, F. K. Becker, M. J. Hawkins, W. E. Hale, and A. D. Colburn.

The chairman of the Nominating Committee, which presented the slate of names, is H. M. Morgan, Jr.; other members of the committee are Leo Bernier, S. W. Gladding, R. L. Tupper, R. A. Wilkins, H. G. Johnson, and Maurice Tarr.

THE ARMCHAIR DRIVING TEST

How Do You Rate as a Driver?

BELOW is the "Armchair Driving Test, as made up by the Massachusetts Safety Council Bulletin. Here is how to take it:

The rating is excellent if you can score from 85 to 100; good if you can make 70 to 85 points; fair for 55 to 70; and poor if under 55. Your first 25 points are scored on actual performance, as follows:

If you have never had an accident in all your driving experience, you are allowed 25 points.

If in any one year you have had one accident, you are allowed 22 points.

If in any one year you have had two accidents, you are allowed 16 points.

If in any one year you have had three accidents, you are allowed 7 points.

If in any one year you have had four or more accidents, you are allowed 0.

(The above means any accident, either personal injury or property damage.)

Your remaining 75 points are scored on driving habits, as given below. If you are an infrequent offender under any item you may give yourself a partial credit; but don't try to kid yourself in totaling the score by not telling yourself the truth.

(If Not)

1. Do you pass other vehicles going in the same direction on the brow of a hill, on a curve, or in the face of an approaching car?.....(5)
2. Do you drive at a reasonable and proper rate at all times, particularly in business and residential districts and approaching intersections?.....(5)
3. Do you drive after taking a drink (liquor)?.....(5)
4. Do you contest for the right of way?.....(5)
5. Do you let your attention wander, either through constant conversation or sightseeing?.....(5)
6. Do you procrastinate in keeping your brakes and lights in perfect order?.....(5)
7. Do you use the left center of the road when you have no left turn in mind or right lane when intending to turn left?.....(4)
8. Do you forget the possible presence of pedestrians on roadside when your vision is hampered by approaching headlights at night?.....(4)
9. Do you try to beat traffic signal lights?.....(4)
10. Do you cut in and out of line in heavy traffic?.....(4)
11. Do you pull out from curbs without looking behind and signalling?.....(4)
12. Do you let other motorists guess what you are going to do by failing to give hand signals properly when stopping or turning?.....(4)
13. Do you pass loading street cars nearer than 8 feet?.....(4)
14. Do you rush over unguarded railway crossings?.....(4)
15. Do you pass to the right of vehicles going in same direction?.....(3)
16. Do you exhibit irritation toward cars wishing to pass you and step on gas instead of pulling to right?.....(3)
17. Do you leave your car unlocked when parked?.....(3)
18. Do you wait until last minute before starting on a trip, fail to study route in advance and then hurry on road to make up lost time?.....(2)
19. Do you argue with traffic cops?.....(1)
20. Do you park your car so that it becomes a hazardous obstruction to other vehicles on the highway?....(1)

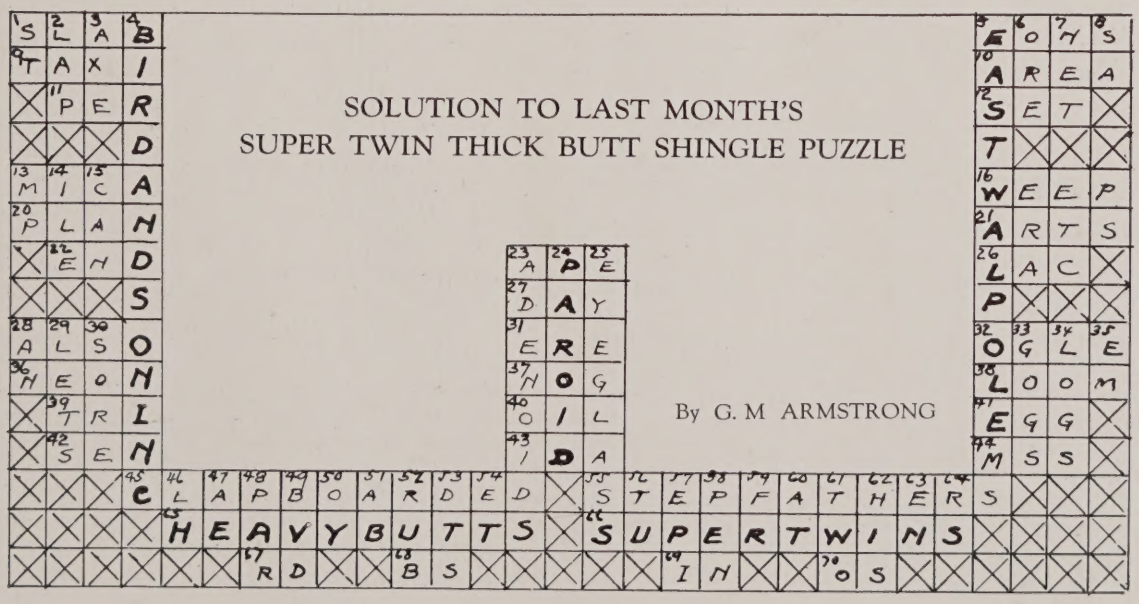
Total.....(75)

NICE

A savings account is mighty handy any time, but it is especially nice to have a nestegg tucked away:

When it is vacation time.
When Christmas is on the way.
When birthdays are approaching.
When the stork arrives.
When you want to buy a home.
When sickness visits.
When accidents happen.
When taxes are due.
When it's time to pay your insurance.
When the youngsters start off to school.
When you are old.
All the time.

—The Safe Worker.



BASEBALL ADVERTISES BIRD PRODUCTS IN WAREHAM

THE Edwin K. Greer Lumber Company of Wareham, Mass., has just completed a four game series with the Makepeace Cannery Team, taking the rubber game 7 to 6.

The Lumber Company Team was known as Greer's Splinters and wore Bird Carpenter aprons for uniforms throughout the series. Although the opponents were called Makepeace's Canny

Greer's Splinters, and their Bird apron uniforms, which helped them win a four game series at Wareham this summer

Canners, it is to be noted that Greer's aggregation did the canning.

This Company is one hundred per cent for Bird, and Bird Products. The unique uniforms created considerable interest and did some good advertising for both Edwin K. Greer and Bird & Son. The manager of the team claims it is hard to *lose* a game when they wear the aprons. When a player muffs the ball, it simply drops into one of the pockets and no error is made.

The team played to large crowds at every game and at the conclusion of the series enjoyed a banquet supplied by the people of Wareham.

RUBEROID COMPANY ACQUIRES INTEREST IN ETERNIT, INC.

THE Ruberoid Company has recently acquired a controlling interest in Eternit, Inc., the second largest manufacturer of asbestos-cement products in the United States.

Eternit, Inc. have a modern plant at St. Louis for producing shingles, asbestos-lumber, corrugated sheets and the like, and at this plant these products will continue to be made and to be sold under the Eternit trade name.

Ruberoid will be associated in this enterprise with Belgium Eternit interests, and it is contemplated in the near future to extend the line to include other asbestos products which have already found an extensive market abroad.

IN PRAISE OF PAPER

OF all the the things we use in life, what is more important than paper? Almost the minute we come into earthly existence a paper is needed to record our advent,—the birth certificate. When we marry, buy or sell, or rent a house, make a contract, or undertake any important step we sign a paper to record it. And when we pass from this mundane sphere, a certificate is signed on paper to record that event.

Sometimes paper brings good news, wonderful tidings that send us soaring to the heights of happiness; other times it brings news that casts us down into the depths of sorrow. It may lead us to the knowledge of much that is beautiful and much that is ugly. To the noble, and the base. To wealth untold, or barren poverty. Paper brings to us the thoughts of the great minds of the ages and so becomes to us a consolation and a friend.

What would our modern life be without paper? It is hard to conceive of an existence without a newspaper with our breakfast, with no letters, no cigarettes, no checks, no photographs, no wall paper, no books.

We have to buy tickets of paper if we want to travel on a railroad or steamship line or airplane. We read a bill of fare when we want to find out what there is to eat in a restaurant. When we go to the theatre a printed program is handed to us to tell us what the play is about. We depend on paper bank notes for many of our daily monetary transactions.

And letters! How many dainty ladies, inscribing a note to a sweetheart on their personal stationery, know that they are writing on rags from the clothes of beggars, and cast-off linens of all descriptions? Stamps carry our written messages swiftly to all corners of the earth. Maps of far off places enable us to go abroad in confidence of reaching our destination.

Diplomatic missions, declarations of war and peace treaties affecting the lives of millions of people could not be handled without paper. In fact, without paper War could not be conducted. There would be no records. No intelligence service. No orders. Congress and our courts and executive departments would be helpless. Even that tome of debate, the Congressional Record, would go out of existence.

The advertiser demands from the paper-maker almost every conceivable kind of paper for imprinting his messages in newspapers, books, magazines, catalogs and leaflets. The photographer demands a paper that will take his sensitive emulsion and record for posterity the things of daily life. The manufacturer of cutlery demands a strong paper for wrapping his knives; the silver-ware maker requires a silver tissue for

wrapping his beautiful products. Many industries demand a waterproof, airproof paper for wrapping their wares. Many shoe manufacturers use a heavy board to lower the cost of their shoes. The box maker and the wrapping departments of thousands of establishments require a heavy, strong paper in which articles from the smallest to the greatest value are enclosed.

Our homes and commercial structures are insulated with heavy building paper. Electric apparatus manufacturers require tremendous quantities of paper for insulation in their equipment. We pack flour, plaster and hundreds of other articles in paper bags, and use paper boxes for thousands of articles from ice cream to oysters. We wipe our faces with paper handkerchiefs and napkins, fan ourselves in hot weather with paper fans, wear paper collars and cuffs, ride on railroad cars with paper wheels, row in paper boats, even chew our food with paper teeth, and are buried in paper coffins.

Truly paper touches our daily existence at literally hundreds of points. This could not have been written without the aid of a piece of paper, and you could not read it if there had not been this piece of paper to print it on.

Eastwood Wire Corporation.

BIRD & SON WORKER WITNESSES EARTHQUAKE IN ITALY

ANGELO AUCIELLO of the Stock Handling Department has recently returned from his leave of absence to Italy, where he visited his family, and where he was witness to Italy's big earthquake on June 23.

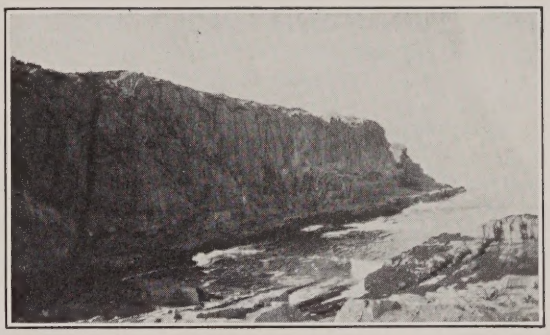
On that day, he tells us, he was in the town of Anzano, Epino, Italy, where his people reside—a town of about fifteen thousand. Every house in the town was destroyed, forty-nine people were killed, and over 300 so badly injured that they needed hospital treatment.

It was a full day before help reached them, as both railroads and highways were blocked. Finally 1000 soldiers and between 40 and 50 doctors and nurses arrived and hurriedly set up temporary "tent hospitals." Food, sent by the government, also arrived in the form of bread, cheese, and other supplies. Everybody was set to work cleaning up the streets.

Angelo tells a thrilling story of how he and his family escaped injury. While he and his brother were asleep, their beds crashed together and woke them up at one of the first tremors. They quickly awakened the rest of the family and got them safely out of the house only a few minutes before it collapsed.

VACATION PICTURE CONTEST

DON'T forget the Vacation Picture Contest, which doesn't close until September 13. You can enter as many pictures as you want. The only requirement is that they be taken by yourself, and have on the back of each a description of the picture, together with your name.



Pictures like this may win a prize. Don't forget to send yours in

Here's a chance to win a cash prize—and help defray the expenses of your vacation! Just turn your pictures in at the *Review* Office in the Labor Bureau. And remember the closing date, September 13.

THE TELEPHONE GIRL

Would you like to be a telephone Girl
And say "Number please" all day
"Thank you" and "Right" are other cues
Which they must learn to say.

It's not the easiest thing in the world
To sit all day on a stool
And listen to all you people growl
"More speed—Come on you fool!"

If she happens to ring the wrong number
Which sometimes occurs you know
How many of you fresh guys are mean
And tell her where she can go?

The common opinion of most people is
That operators are dumb.
Why don't you try getting next to them
You'll find they're full of fun.

You'll find that Operators are
As human as the rest.
Let's try to be more courteous
And treat them the very best.

You'll always get good service from them
Cause they're always on the go
And their work can be a pleasure
But we must make it so.

The VN-ers.

Do not waste a minute—not a second—in trying to demonstrate to others the merits of your performance. If your work does not vindicate itself, you cannot vindicate it.

—Thomas Wentworth Higginson.

BIRD'S NEPONSET REVIEW

Vol. XVIII. SEPTEMBER 1930 No. 9

Published Monthly by the Employes of Bird & Son, inc.
In the Interests of the Company and Its Workers
For the Promotion of
Good Service Good Business
Good Will

MILLS: East Walpole and Norwood, Massachusetts; Phillipsdale, R. I.; Chicago, Ill.

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S. B. Montgomery B. D. Rogers

Editor, B. D. Rogers

Assistant Editor E. M. Grout
Photographer C. T. O'Connor
Circulation Manager A. S. Blaney

Printing Foreman, F. R. Meyer

Work isn't enough. You must think.
—Forbes Magazine

IT DOESN'T COST A CENT

A RECENT editorial published by the W. S. Tyler Company in their booklet "Through the Meshes," reminds us of the many inexpensive pleasures we can enjoy near at home with little or no damage to our pocketbooks. The writer speaks of the beautiful parks which most cities now maintain, and the pleasures one can find in a walk through the country.

There is no better place than New England to find this "cheap amusement," and one of the most favored spots in Massachusetts is to be found not a quarter of a mile from where we work—The Francis William Park. Here is beauty which city dwellers would travel miles to enjoy, and yet, because it is right by our own back doors, we almost overlook it.

Things at a distance always appear more attractive than things with which we are familiar, but it would be hard to find in any city or town at all a more perfect playground for children or adults. Ask yourself honestly when you really visited Francis William Park long enough to enjoy its walks and realize its beauty. And then, at the first opportunity go there again at the end of a hot sultry day, test for yourself its cool breezes, compare them with any beach resort or refrigerated movie house; only then can you realize what an ideal spot the Francis William Park really is.

A FIFTY-FIFTY PROPOSITION

ALL of us can point to individual men for whom we like to work—men who are nearly always even tempered and ready to greet us and our troubles with a smile.

But did you ever consider the question from the other side of the fence? Are you the kind of a worker your boss likes to have working for him? Do you do the jobs he gives you willingly and smilingly? Are you alert and ready to offer suggestions for improvements in your department? Do you still do your work cheerfully, even if your suggestions are not accepted?

It is really just as important to be a willing and faithful worker as it is to be a boss for whom men like to work.

Whether you work in the mill or in the office, it is a good idea to check these points over with yourself frequently. When things don't seem to be going smoothly, ask yourself these questions, and answer them honestly. Nine times out of ten it will be you and not your superior who is to blame.

Remember this—that department heads are not going to waste kindness on men who slow up the work of the department by careless work or by the wrong attitude toward their work.

It is a fifty-fifty proposition. You do your part, and you will find that others will do theirs.

QUESTIONS AND ANSWERS

1. With what foreign countries is the bulk of our export trade done?

2. Can members of the Benefit Association have free physical examinations?

3. How much interest does the Credit Union pay on savings accounts? On shares?

4. How many messenger boys, employed by Bird & Son during the past five years are still with us?

5. What are the dimensions of the average size shoe carton?

Answers to these questions will be found on Page 15.

Check Your Brakes and Lights

BRIGHT yellow, square stickers are making their appearance on the back windows of hundreds of cars these days, signifying that those cars have good brakes and properly adjusted lights.

The reason for this annual check-up on all Massachusetts cars is not hard to see. Driving under any conditions in traffic as heavy as we find it here is bad enough, but add to that brakes which will not hold and lights which blind other drivers, and the hazards of driving are increased considerably.

Have you *your* yellow sticker? Are you sure *your* brakes and lights are "OK"?

VICE-PRES. E. H. BARTLETT OBSERVES ANNIVERSARY

A significant event, which occured too late to be published in last month's Review, was the celebration of Mr. Elmer H. Bartlett's forty-fifth anniversary with Bird and Son, on July 25, 1930.

In his honor a dinner was held at the home of President P. R. Allen, on Baker Street. The guests arrived in the afternoon, and enjoyed an hour of tennis, followed by swimming in Mr. Allen's private pool.

Group which gathered at Mr. Bartlett's thirty-fifth anniversary, ten years ago

Dinner was served on the porch at seven o'clock and the remainder of the evening was spent in informal conversation. Before the gathering broke up, President Allen, after a few introductory and complimentary remarks, presented Mr. Bartlett with a Silver Loving Cup, as a token of the esteem in which he is held by his friends at Bird and Son.

The inscription on the cup read as follows:

Elmer H. Bartlett
1885-1930
With the Great
Affection of
His Associates.

Mr. Bartlett responded with appropriate remarks. It is with a great deal of pleasure that we publish this account of the anniversary of one of Bird & Son's oldest and most honored executives, and we wish to extend to Mr. Bartlett through these columns, even though tardy, the congratulations and best wishes of his many friends throughout the plant.

LIBRARY NOTES

"Reading is a ladder. You must read, if you want to climb."—Forbes.

INCLUDED in our summer recreations, there has been an unusual amount of reading in current fiction, from which we now turn to books more advantageous—books with which it is more worth while to become intimate, because of their merit and the profit to be found in their information.

When in doubt as to the choice of books, the pamphlets, "Reading with a Purpose" suggest just such books which many of us should read. A wide range of subjects is covered in the series, and an instructive course of reading arranged, which could be followed to advantage.

While books are among our best friends, too much dependence cannot be placed upon them in helping us to climb the ladder. The guidance and advice of educators of the day is open to all through the correspondence courses and class instruction offered by the State University Extension Division of the Department of Education. The National Home Study Council at Washington is an organization, among many others, helpful to the adult student. Recently a bulletin has been received from them urging the following of home study courses, particularly by those who have been deprived of the advantages of a higher education. They supply a complete list of schools which can be recommended through their investigations.

It pays to consult expert opinion, and a few of our leisure hours spent in pursuit of knowledge cannot fail to bring its reward.

WOULD YOU DARE DO THIS?

A young man in a chauffeur's uniform once entered a drug store and asked if he might use the telephone. Entering booth, he calls his number, and the following conversation ensues:

C. Is this Mrs. Blank?
B. Yes.
C. Do you need a chauffeur?
B. No.
C. You are sure you do not need a good chauffeur?
B. Yes.
C. Have you a machine?
B. Yes.
C. Have you a good chauffeur?
B. Yes.
C. You are satisfied with him, in every way?
B. Yes.
C. Well, Mrs. Blank, I'm sorry that you don't need a good chauffeur but I will call you up again sometime. Good-by.

(Chauffeur rings off and comes out of booth. Druggist who overheard conversation says:)

D. Boy, I heard you asking for a job.
C. Yes.
D. I can give you a job. I need a chauffeur, and a messenger around here.
C. I don't want a job.
D. You don't want a job? I just heard you asking for one.
C. I know, Boss, I was asking for a job alright, but I don't want one all the same.
D. You are a chauffeur aren't you? Isn't that the work you do?
C. Yes, but I don't want a job. I have one.
D. Who do you work for?
C. I work for Mrs. Blank.
D. Then why did you call her up and ask for a job?
C. Oh, I do that every so often. I was just checking up on myself to see if she was satisfied.

If more checking up was done by a great many individuals as they go through life, they would, without a doubt, enjoy considerably more success, and incidentally employers would not have so much complaint to make.

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff
Alice Clem
Ida Milesky
Sabina Costello
Gladys Noddin
Eva Knoll
Elizabeth Lawson
Alice Fales
Beatrice Severance
John Andrews

Vacations in the Flooring Sales Department include the following: Bertha Yadisernia at home; Catherine Dowling entertained friends from Philadelphia; Antonia Dornig and Margaret Owens visited Manchester-by-the-Sea and Goff's Falls, N. H.; Catherine Broderick and Eva Knoll are taking daily trips; Elizabeth Lamore is at Annisquam; and Earle Clark is at Chatham.

We hear that Helen Curran has been making quite a few visits to the Hotel Statler. What is the attraction, Helen?

We welcome William Mandell and David J. Miller to our Sales force. Mr. Mandell is to cover part of Brooklyn and Mr. Miller to cover a section of New Jersey.

Allen Shaw is substituting for Miss Lawson in the big City for two weeks.

Now that Eva Knoll has her license there will be close competition between her and Peg Owens.

Byestanders at hole No. I of the Walpole Country Club were given a rare treat recently by our blossoming young Golf Pro, Stan Blackmer. Stan carefully teed his ball, picked out a highly polished new driver from his bag, and after testing his aim about a dozen times he let drive with everything behind it. Imagine the astonishment of the gallery and especially of Stan himself when he looked down to find the head of his club completely broken off and the ball seven and one-half inches in front of the tee. A record drive we call it!

We understand from first hand information that the ball and chain are already having their effect on that erstwhile rolling stone Jack Cook. They tell us that he is already wearing that well-known hen pecked expression on his face.

It certainly pays to own a car. Since Miss Owens became a proud owner of one she has had a chance to meet nearly every member of the state police force. Peg doesn't tell us just how she gets introduced but we hear that a week ago last Saturday night when she cut out of line in Wrentham one of those awful nice young state cops stopped her and asked her name and where she was going. He seemed terribly interested in her. What is "IT," Peg?

Several people from the Box Sales Department enjoyed August vacations. Among them were: Agnes Hefferan at New Hampshire; Eleanor Morse, Nova Scotia; Margaret Kelly at home; Edith Goodwin, Hampton Beach; and James Hale, Vermont, and New Hampshire.

James Mack spent his vacation touring through Canada.

Howard Whitney attended the Legion Convention at Williamstown.

Marion Tolman has returned from her two weeks' vacation taking day trips.

We've all heard of tying children and dogs to keep them from straying but we never heard until the other day of tying waste baskets. For further information see Joe Erker.

Margaret Delaney is back from a week spent at Onset.

The Swan Pond
In Francis William Park

John Andrews has returned from a vacation spent at his home in Maine.

Ernest Coleman spent his vacation in Halifax, Nova Scotia.

Sophie Eppich spent her vacation camping in Millis. You got a good tan, all right, Sophie!

Florence Nichols has returned from a week spent at the Wiers.

Among those who have enjoyed vacations in the Stenographic Department are: Eleanor Whitehead and Gertrude Meyer, Falmouth Heights; Margaret Sheehan, Old Orchard; Ruth Milliken, Maine; Statia Makerevich, Hull; Congetta Civale, Bristol, Rhode Island; Helen O'Kane, New York; Sophie Ceglarski, Provincetown; Mary Blazonis, Connecticut; Ethel Duncan, Pennsylvania.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran
Herbert L. Badger
Welthea Smith
Herman Nordstrom
John F. Burke
John H. Maguire
Mary Driscoll
John DeCosta

The vacation list at the Main Mill includes the following:

Mr. and Mrs. Frank Fisher, at Newark, New Jersey, visiting Mr. Fisher's mother.

Steve Smith, at Swift's Neck.

Dagmar Peterson, at Rockport, Mass.

P. N. Hills, at Lake Winnepesaukee.

Mr. Goodspeed, a trip through New York, New Hampshire and Canada.

Kenneth Rouillard, at Provincetown.

Ruth Koch, at Old Orchard Beach.

Charles Conrad, John Burke, and Harry Mann, at home.

James Kivlan, at Hampton Beach.

Tony Yuhaskey, in New York; John Poulosky, in Canton, and Tony Feeney in Medfield.

Esther Olson, at Gloucester, and Helvi Lehtonen at Lanesville, Gloucester.

Clara Burke, touring through New York and Canada.

Larry Doane, in Canada.

Anisim Nikituk, at home.

Eugene Connolly, at Silver Beach, painfully acquiring a tan.

Norman Brookes, at home and short trips.

Jack Bradley, golfing in Connecticut and East Walpole.

Joseph and Fred Knaus, in the White Mountains.

John Ready, at Revere Beach.

Frank Massey, camped out.

Herman Nordstrom and family, at Plymouth.

Michael McDonough, at home painting the house.

Michael Duffy, in Springfield.

Vernon Rafuse, window shopping in Norwood.

Charles Knaus and James Geary, motored to York Beach.

Bill Pouloskey says it's a tough life to be the son of a farmer. He says he not only has to get up every morning at 4 a. m. to milk the cows, but he even has to put them to bed at night. Some life—but we have our doubts about Bill's getting up at 4 a. m.

Peter Folan thinks he will sell all his crows and go in for pigeons. He must have been reading of John Robertson's success. Don't let them mislead you, Peter. Stick to the crows.

Tony Feeney is the latest to take up golf and he surely is some golfer. But don't ask us how he looks in knickers. Tony is also the owner of a new Ford Sedan. Have you seen it?

It won't be long now for Bill Pouloskey. He's in the market for a house.

See Frank Dockray and Ed Kelley for any baseball dope you may need. If they can't tell you, no one can.

And if you want to know where there is good fishing, see Joe Thomas.

Jack, Ed, and Dave Fitzgerald spent a week in Canada, and claim that though the papers may say Canada needs rain, it was wet enough up there, as far as they could see.

Mrs. Scanlon has been substituting in the Cartridge Cutting Department, during the vacation period.

The members of the Walpole Country Club were at a loss to understand why one of their best golfers was absent for two weeks. J. B. Maguire forgot golf for two weeks (maybe) while spending his vacation at South Dennis with his family.

John Seastrand has moved into his new home on Washington St., Norwood.

James Donovan is trying to invent something to use for bait when he goes fishing.

Dan Jones has taken a liking to bees—or at least he's finding them in his locker these days.

Ralph Clark is the happy father of a boy born at the Norwood Hospital recently.

Vincent Grudinsky is thinking of buying an Austin car. The Ford is top-heavy, he says.

Ray Kirk still maintains he is the champion tennis player of Vinegar Hill, and his partner is Dan Jones.

Martin King sailed for the old country for a visit, not so long ago, and Mike Burke wanted to see him off, so he went down to Nantasket, where he was seen waving his hat to a boat which proved to be the King Phillip going to the fishing grounds!

Phillipsdale, R. I., Mill

Rexford H. Salisbury — *John H. Nolan*
David S. Lowry — *Leslie E. Howard*

We are beginning to get some details about vacations.

Mr. Henderson and George Hawley were at Quonochontaug Beach.

John Barquist and William Livingston visited Canada.

Helge Holter was again at 100 Acre Cove in Barrington.

Johnnie Nolan and Tixy Billings saw the Yankees play in Boston. (Clarence Pierson and Albert Carlson wanted to go but didn't think of it until two or three days later.)

Jimmie Blessing divided his time between Vermont and the seashore.

William Andrew tried out his new car touring New York and New Jersey.

Herb Chamberlain went to Virginia to get rid of the hot weather.

Our office boy, Joe McBride, spent his vacation trying to win the Rhode Island State Caddy Championship at the Agawam Hunt Club.

Red Harrington spent three days in New York and the rest of his vacation trying to find his way home.

August Lopes expects to leave for Portugal the first of September where he will spend two or three months visiting his old home. We hope to have him with us again.

They keep the Bird Club running. Mary Flaherty, Barbara Lydon, and Mrs. Smith—also the dawg. Barbara Lydon is leaving this month, after six years of service, to be married to Martin Kane, a former Bird & son worker

Ted Maddern is now established on his farm in Seekonk and the only trouble so far has been a broken water pump belt.

Charlie Smith was observed untying his car from a tree recently. We don't know whether his car is too lively or if Charlie just can't get out of old habits.

BOX FACTORIES

East Walpole, Mass.

No. 1 Box Shop

Edward Gronroos — *Charles H. Mutch* — *Ralph Watson*
Herbert Lewis — *Ralph Farris*

Mr. and Mrs. V. E. Gronroos are receiving congratulations on the birth of a son on August 16th.

Orville Spinks is interested in the construction and operation of the New Ford. It seems to be interest especially in one particular Ford.

Helen Glebus had a week's vacation recently, and toured Northern New England.

Earl Boyden has also been touring—in New England, Canada, and as far south as Wilmington, Delaware.

Herb Lewis after taking his ancient Chevy to all the garages in Walpole, Norwood and Canton, finally got a yellow sticker for the old bus in Foxboro. Congratulations!

No. 2 Box Shop

Edward Scanlon *Christine Sherer*
Catherine Brady *Anna Duffy*

Arsene Marchand has returned from his vacation, and maybe he doesn't know the woods of East Walpole like a book!

Canada is a good place to go on a vacation. Ask John Ginley.

Walter Hartig reports a wonderful vacation at Lake Winnepesaukee.

Rolly Meyer is back from his two weeks at Falmouth Heights. He had a glorious time, in spite of the cold weather.

Frank Eisenhauer has been week-ending all summer—and how! You ought to see some of his pictures.

Ethel Havey and Rose Friary are back from their vacations, but won't tell anything about them.

Martha Dee spent an enjoyable time at Webster.

Joanne Hindmarsh, noted linquist from Chicago, who speaks more languages than her father can understand

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Ralph Kolseth *Charles Savage* *Charles Watson*
John White *Edward Hiller*

Vacations at the Roofing Plant include the following:

Granville Baker, camping out and part of the time in Connecticut.

George Dexter, motoring.

Edward Geraghty, taking in the Knights of Columbus Convention.

Matthew Phillips, on the Cape.

Fred Truco, at Nantasket Beach.

Gustaf Mauritz, at Onset.

Victor Makela, took to the air in an airplane. It took him the rest of the week to get over the excitement.

Ruel Fulton visited in New York.

James Sword, at Swift's Beach.

Michael Costello, a trip to Chicago.

Howard Everett, touring the country.

Edward Lincoln, at Falmouth.

Charles Seavey and Ralph Kemp, both in Vermont.

Warren Kumblad, divided his time between New Hampshire and the Cape.

Eli Chamberlain, visited Canada, and "Golfed".

Thomas DePlagiata, Everett Lindequist, John Alexandrowicz, John Weeks, William Gordon, James Phelan, John Peza, and Stanley Phillips, have also enjoyed vacations.

Raymond Call, at Idle-Wild Cottage, Barnstable.

Harry Dresser, at Cape Breton Island.

Charles Chorlton, drove through Canada.

Harry Bellew, visited in Woburn.

Attilio Tronti, daily trips to Nantasket.

Herbert Jepson, spent a week at Mattapoisett.

Kenneth Stuber toured the White and the Green Mountains.

Milton Beasley visited Rochester, N. Y., his old home town.

Dennis Driscoll invites inspection of his flower beds in the mill yard. Included in the colorful assortment can be seen Driscoll's African Dahlias, Idle Rangers, and Giant Sunflowers.

John Mattson is receiving congratulations on the arrival of another baby—a girl.

Paul Sansone never worries over repair parts for his faithful 10 year old Buick. Why should he? The spare is always in the garage.

Steve Zinkowski's son has left for Georgia to enter Mercer College in the fall.

Charles Seavey is building a miniature golf course in his back yard. We expect he will be challenging Mr. Chamberlain to a game soon.

Eli Chamberlain has purchased a new Electric Radio. We expect to hear all kinds of results from it soon.

Have you seen the Phillips' home on East Street, which Stan Phillips helped his father paint, during his vacation. Looks pretty nice!

John Benson will soon resume his studies for his Senior Year at Northeastern University.

Can torrential rains ruin stone walls? Just ask Frank Mori

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell F. Lydon*

The following have just returned from vacations:

P. Long, Iowa.

T. Ecklund, Detroit and (no doubt) Canada.

L. Droege, Canada.

C. George and his Chevy toured Indiana.

E. Stulik, in and around Chicago.

H. Ballough also spent one week in Chicago.

Those on their vacations at the present are:

Mr. Stafford is fishing at Minocqua, Wis.

Harold Altman at Ephriam, Wis.

Miss Lyndon, Tremont, Indiana.

John Matcha is going to Constantine, Mich.

Agnes Conmey, Jonas Johnson, Ann Pollock, L. Moore, P. Wagner, E. J. Moore, R. Stearles, Al Bohnenberger, Joe Voltmer, Joe Blosky, Ed Baldwin, and J. Lewis did not say where they intended to spend their vacations, but post cards have been received from several advising us of the good times being had.

Miss Myrtle Brebach of the Sales Department is getting along nicely, after being in the hospital for an appendicitis operation.

E. A. Tuscher, formerly of our Built-Up department, has entered the literary field. His new magazine "Roofing" was the cause of considerable favorable comment.

Mr. Sawyer, from East Walpole, was in town during the past week, but didn't get out to 76th Street, spending all of his spare time at the downtown office.

Tennis and Horseshoes are receiving more than usual attention this year. Every noon finds both courts busy and there is always a good gallery. Most of the Tennis matches which had been postponed due to vacations are now being played off, and those who do not stay to witness them inquire eagerly about the results the first thing they arrive in the morning.

Tennis Tournament Standings

1. O. B. Schreen	6. F. H. Hird
2. W. W. Wilson	7. G. Wikelund
3. J. G. Young	8. E. Gach
4. H. Pollock	9. C. J. Perrizo
5. H. S. Hanna	

Golf continues to hold some interest for a few and there is some talk of a tournament between the Roofing and Floor Covering Divisions soon.

The Sample Department has recently become modernized and now occupies a large, well equipped room in the basement. The upstairs room, formerly used by this department, is being converted into a storeroom for direction sheets, labels, and paper stock.

FLOORING PLANT AND OFFICE

Norwood, Mass., Plant

Lloyd Smith *James Hanley* *Lester Evans*
Tom Rogers *Lawrence Gammell* *Leo Haggarty*

Clarence Phillips entered the scrimmage line at Fort Ethan Allen during a tank sham battle, while on a trip through that country. The "Sheriff" allowed Clarence to go right through, after Ralph Nutter convinced the keeper of the law that they wouldn't hurt the tanks.

Walter Sword reports, "Evans was right." George Johnson can draw a bigger crowd of women than any other man at Bird & Son. George and Walter went on a trip through the Berkshires, and in every town at which they stopped, the girls had apparently heard of George's arrival and were out to meet him. So girls, you can see what an attraction you have, right here at home.

Three Horse Club members are to attend a Fair at Newport on Labor Day, weather permitting. They are entered as contestants in Class A Jumpers and Class B Tandem.

Frank Sutherland reports an enjoyable rest in New Hampshire. He also states that the country roads are in excellent condition.

Leslie Fillmore reports that the water in Lake Archer is salt. According to his analysis it looks like it, sounds like it, and tastes like it, so it must be!

CHICAGO OFFICE

G. B. Blackmore *V. D. Szukalla*

Free advertising for two attractive Bird Floor Covering patterns was afforded in the Chicago papers recently. One was the picture of the latest endurance contest stunt, which showed one Jimmy Devlin busy with a scrub brush on a Bird Neponset Floor. And the other was a game of checkers, played in the water by two bathing beauties with a square of Pattern 3862 as a checker board. We think they're both pretty good proofs of the waterproofness of our products.

Joe Petitclair is mighty proud these days. Mrs. Petitclair presented him with a seven-pound baby girl on Sunday, August 10. Marjorie Jo is too young to understand about Bird's rugs and floor coverings but Daddy will soon teach her.

Those returning from vacations recently are as follows: Mary Curran, Gladys Davis, Virginia Szukalla, Ida Mitchell, Bill Dunn, Lillian Moe and Gwen Blackmore. All reported having a wonderful vacation.

Jimmy Campbell just came in from Sioux City after spending three weeks in that territory. He reports the heat was terrific, reaching 113 degrees, but also says business seems to be on the upward trend. That's good news!

Somewhere in the Review is a picture of Joanne Hindmarsh. We don't blame Mrs. and Mr. Hindmarsh for being a proud Mother and Dad. We all think she is lovable and sweet. Speaking of smart children these days, Bert claims Joanne can already speak three languages but he is unable to understand any of them. Better brush up on your foreign languages, Bert!

We are pleased to present a picture of our newest bride and bridegroom—none other than Mr. and Mrs. T. J. Howells, who recently returned from their honeymoon in Europe. We'll say they look happy. The picture was taken "going over" on the S.S. Mauretania, June 14.

Many thanks from the girls in the office for the kind thoughtfulness of Tom and his bride. Each girl was presented with handkerchiefs from abroad.

We have a few changes in territories since the last Review. P. L. Agnew is taking over Southern California and A. A. Whitelaw is now traveling Illinois. G. H. Sare, our new representative in Denver, has also taken over the states of Montana, Wyoming and Utah.

We were pleased to have Mr. Sawyer with us recently for a few days.

Tennis is not the only game played well by the Bird family. Mrs. Wittleder keeps up the reputation for us in tennis and Mr. Westcott and Mr. Tyson keep up our golf standing. A Golf Tournament was given by the Carpet and Upholstery Club of Chicago at the Green Valley Country Club on August 19, and both Mr. Westcott and Mr. Tyson won lovely prizes. Mr. Tyson won low gross and Mr. Westcott was low net, class C.

Since the recent rearrangement of office fixtures, the files are so far away from all of us that Helen Behrens feels in exile, and we feel that roller skates or bicycles would be advantageous.

We hope that the present style of long hair will soon be passe as Sadye claims she has been having terrific headaches from the weight of hers. She says her strength seems to be going to her hair. It has at least grown an inch, but most of us just think she needs a haircut. Don't you care, Sadye, where there is life there is hope!

Mr. and Mrs. Tom Howells from Chicago, newly weds who took their honeymoon trip to Europe

Visitors At Our Plants During August

East Walpole and Norwood Plants and Offices

Mr. H. R. Bliss, President of the H. R. Bliss Company.

Mr. S. C. Stillwagon of the United States Rubber Company.

Colonel Babcock, President of the Four-One Box Machine Makers, Rockway, New Jersey.

Mr. Webster of the United Shoe Machinery Company.

Mr. Nathan Tufts, Sales Manager of the New England Box Company.

Messrs. Atwood of the Atwood and McManus Division of the New England Box Company.

Messrs. Wilfred Couture and Albert Harrington from the Phillipsdale Plant.

Mr. Gorfinkle and Mr. Epstein were shown the manufacture of felt base floor covering. Mr. Gorfinkle is the son of one of our dealers.

Mr. E. E. Waite of the Multibestos Company brought to the mill a party of men from Russia who are in this country for the purpose of investigating sources, products and markets of asbestos. They were Messrs. D. Brown, Interpreter, Michailoff, Woronin, Woinoff, Dieff, and Voraxin. They were shown through the paper mill, flooring plant, and roofing plant.

Mr. Grafton Whiting of the Paperboard Industries Association.

Mr. and Mrs. George A. Boyer, Easton, Pa., and Mr. and Mrs. Elliot Jacobs, Jeddo, Pa., visited the roofing plant.

Dr. H. H. Hopkins and Mr. J. H. Grubb of the du Pont Company, Everett, Mass.

Mr. Warren of the Bird Machine Company brought to the mill Mr. Pearson of Oslo, Norway, who is studying manufacturing methods in the United States. He was shown through the flooring plant.

Mr. George Craig, Madison, Me., and Mr. Stetson of Weymouth, Mass., from Great Northern Paper Company.

Mr. Beaman, a former fellow-worker.

Mr. Shugg, formerly of the General Electric Co.

Henry M. Wheelwright of the George W. Wheelwright Co., N. Leominster, Mass.

H. L. Joachim, Mill Manager, Container Corporation of America, Philadelphia.

Chicago Roofing Plant

S. E. Williamson, salesman.

Mr. Virden of M. L. Virden Lbr. Co.

Mr. F. W. Hock & Son, Fidelity Roofing & Painting Co., New Albany, Indiana.

E. J. Ward, Jr., salesman.

Mr. Bertrand, Western Canadian Sales Representative of Building Products Ltd.

Messrs. Malcor and McCarthy, Malcor Roofing Co., Aurora, Ill.

Mr. Jos. Binford, Joseph Binford & Son, Crawfordsville, Ind.

Mr. Jno. Skodack, Vice-President of Standard Roofing Co., Shreveport, La.

Mr. Will Hinman, Lincoln, Nebraska.

Mr. Atkinson, Enos Grain Co., Enos, Indiana.

Mr. J. W. Slaughter, Texas Roofing Co., Dallas, Texas.

Mr. W. R. Bond, Oldham & Sumner Lbr. Co., Dallas, Texas.

Mr. J. P. Jones, Jones Roofing Co., Greenville, Texas.

Mr. S. L. Brietz, Whiteselle Brick & Lbr. Co., Corsicana, Texas.

Mr. Woodward, Woodward Roofing Co., Wichita Falls, Texas.

Mr. P. J. Trentel, Madison Lumber Co., New Orleans, La.

Mr. T. J. LeDet, Darling Lumber Co., Baton Rouge, La.

Mr. U. S. Jones, Mouton Lumber Co., LaFayette, La.

DEPARTMENTAL BASEBALL

GAINING a six-point lead in the first inning. which they kept throughout the rest of the game, the Main Mill team defeated the No. 2 Box Shop team 7 to 1, and tied themselves for first place in the League with the Bird Club.

Two games remain to be played, both between the Main Mill and the Bird Club. If either team wins both games, it will win the series, but if they split and each take a game, it will mean a triple tie between the Bird Club, Main Mill, and No. 2 Box Shop teams.

It looks like a close finish to an interesting season.

The standing of the teams, and a list of averages is given below.

Standing as of August 27:

	Won	Lost	Average
Main Mill	4	3	.570
Bird Club	4	3	.570
No. 2 Box Shop	5	4	.555
No. 1 Box Shop	3	6	.334

Batting averages of those over .300:

	AB	H	Average	Team
Pat Sylvester	23	13	.565	No. 1 Box Shop
Irish Oakes	24	13	.540	Main Mill
Alan Shaw	26	13	.500	Bird Club
Bullet White	24	11	.458	No. 1 Box Shop
Bill Murphy	18	7	.388	Bird Club
Jack Bradley	31	12	.387	Bird Club
Charlie Rafuse	26	10	.384	Main Mill
Joe Erker	27	10	.370	No. 2 Box Shop
Bob Beattie	22	8	.364	Norwood
Bill Fitzgerald	11	4	.364	No. 1 Box Shop
John DeCosta	25	9	.360	No. 2 Box Shop
Walter Cleveland	15	5	.334	Bird Club
Miah Coughlin	25	8	.320	No. 2 Box Shop
Martin Connolly	19	6	.316	No. 1 Box Shop

EAST WALPOLE TENNIS CLUB

PLAYOFFS in the ladder tournament will commence the first week of September, and by the 21st of September the winner of the season will be known.

The rules call for the play off between the highest six members. Those in positions three, four, five and six will compete to see who will meet numbers one and two in the semifinals. At the present time those holding the first six positions are, in order, Donald Kirkpatrick, Peter Clem, Edgar Tarr, Oliver J. Barr, Frank Reynolds, and Frank Clem.

The remainder of the list is as follows:

7. Carl Clem
8. Ralph Kemp
9. Ray Young
10. Frank Vietze
11. Gordon Wilson
12. Perley Mudgett
13. Stanley Phillips
14. Donald Chase
15. Roy Smith
16. Richard Sprague
17. B. D. Rogers
18. R. Perdue
19. Albert Kimball
20. W. J. Miller
21. Edgar Grout
22. Kenneth Dresser

On the evening of September 27, members of the East Walpole Tennis Club journeyed to Brockton and played the Y. M. C. A. over there, winning two out of three matches. Other matches had to be cancelled because of darkness.

Singer—And for bonnie Annie Laurie, I'd lay me down and die.

Listener (rising)—Is Miss Laurie in the audience?

—Boston Transcript

THE WIGHTBIRD

We all know well the Blackbird,
  And that white ones have been seen,
But what sort of bird a Wightbird is,—
  Whether's he's slender and lean,

Or whether he's fat and broad and short—
  Is a mystery none can tell,
Till we've sketched a sketch and rhymed a rhyme,
  And then you can tell full well.

The Wightbird is a short, plump bird,
  Not really fat, you know—
Although we rather expect he'll be
  In another ten years or so.

He's a Dartmouth man, and to Green and White
  He'll always make his vow;
There's no college at all to equal it,
  It's the best, he says—and how!

At the Golf Club here he's often seen,
  He's a golfing fan, of course;
And at football games, which he often attends,
  He yells until he's hoarse.

At the Flooring Plant this bird holds sway,
  He's the Superintendent there;
His first name's Ralph; study the sketch,
  Then you'll know him anywhere.

—The Mocking Birds.

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during the month, and of those who complete twenty or more years' service during September.

			Years
A. C. Urquhart	9-10-1896	Maintenance	34
L. L. Thompson	9- 1-1898	Roofing Sales	32
P. R. Allen	9-15-1898	President	32
Florence E. Holmes	9-25-1898	Main Office	32
Annie F. Brown	9-21-1901	Main Office	29
John Eppick	9- 5-1903	Roofing Plant	27
Patrick Coughlin	9-10-1904	Paper Mill	26
Robert Orr	9-10-1904	Power and Steam	26
Antonio Paddock	9- 4-1905	Paper Mill	25
S. C. Traudt, Jr.	9-15-1905	Roofing Sales	25
Michael Burke	9-22-1905	Paper Mill	25
Louise McFarland	9- 7-1908	Main Office	22
Frank Phillips	9- 1-1909	Paper Mill	21
John Clancy	9- 7-1909	Box Shop	21
Louis Dolksever	9-20-1909	Roofing Plant	21
James Dine	9-22-1909	Box Shop	21
Michael Costello	9-26-1909	Paper Mill	21
James Sword	9- 9-1915	Roofing Plant	15
Roy Packard	9-13-1915	Roofing Plant	15
Wm. Koehler	9-13-1915	Drafting Room	15
Tony Nenartowicz	9-20-1915	Box Shop	15
Wm. F. Sline	9-28-1915	Roofing Sales	15
John J. Burke	9-29-1915	Paper Mill	15
Charles L. Miller	9- 7-1915	Flooring Plant	15
Felix Carlson	9-10-1920	Roofing Plant	10
James Capoldo	9-14-1920	Maintenance	10
Lyman Small	9-19-1920	Flooring Plant	10
Ernest H. Coleman	9-20-1920	Main Office	10
Henry Grover	9- 3-1925	Roofing Plant	5
Warren Dyer	9- 4-1925	Flooring Plant	5
Winfred Schaier	9- 4-1925	Drafting Room	5
Catherine Corbin	9-19-1925	Maintenance	5
Katherine Kane	9-21-1925	Main Office	5
Mary F. Bannon	9-21-1925	Main Office	5
John Keefe	9-24-1925	Box Shop	5
Richard Seavey	9-28-1925	Flooring Plant	5
Gerald Hart	9-30-1925	Flooring Plant	5
PHILLIPSDALE			
Frank Sousa	9-28-1920		10
CHICAGO ROOFING			
Louis F. Lance	9-27-1920		10
Juanita M. Amerman	9-30-1925		5

Answers To Questions On Page 8

1. British Isles, South Africa, Brazil, Australia, New Zealand, Norway, Sweden, Cuba.

2. Yes, from any of the three benefit doctors—Doctors Field and Hagerty of Norwood, and Doctor Connell of Walpole.

3. On savings accounts, $4\frac{1}{2}\%$. On Shares 7% every year except two since 1915. Both rates are voted on each year by the members.

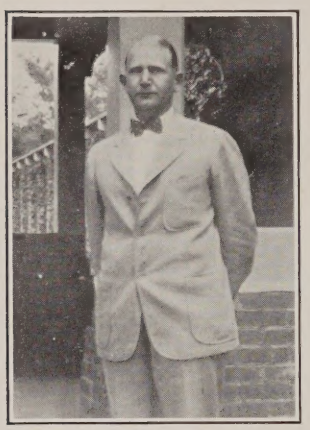
4. Here are those we know of. If there are others we have missed, please let us know and we will publish the names next month. Present messengers, Marion Kissel, Flooring; Frank Lacivita, Roofing; Michael Lasky and James Sullivan, Main Office; John McNeeley, Mill Office; Others: Edward Knaus, Paper Machines; Frank Hartig, Stores; John DeCosta, Finishing Mill; William Pratt, Flooring Finishing; Francis Bannon, Electrician.

5. For women: 12 9/32 x 5 5/16 x 3 15/16. For men: 12 9/32 x 6 1/4 x 3 15/16.

FRANCIS WILLIAM BIRD TROPHY

FOR the second consecutive year, Oliver J. Barr is the winner of the Francis William Bird Trophy Tournament. Matches between ten contestants finally narrowed down to the Finals match between O. J. Barr and Peter Clem, which Barr won by the following scores: 3–6, 6–1, 6–2, 0–6, 6–0.

Other scores were as follows: First round, Peter Clem vs. Albert Kimball, won by Clem 6–2, 7–5; R. Harkness vs. Frank Clem, won by Harkness on a default; Carl Clem vs. A. Curtin, won by Clem, 6–2, 6–1; Frank Vietze vs. Frank Reynolds, won by Reynolds, 6–1, 6–3; O. J. Barr vs. J. Weisul, won by Barr on a default. Second round, Peter Clem vs. R. Harkness, won by Clem 6–2, 6–2; Frank Reynolds vs. Oliver Barr, won by Barr, 6–2, 6–2. Third round, Carl Clem vs. Oliver Barr, won by Barr 8–6, 9–7. And the final match between Barr and Peter Clem.



Oliver J. Barr, for the second consecutive year the winner in the Francis William Bird Trophy Tournament

Barr's name will be inscribed upon the cup a second time, and in addition he will receive the plate which is awarded each year.

He also won the opportunity to represent East Walpole in the Public Parks Tournament at Springfield on September 1 and 2, but because of the pressure of business, he will be unable to go, Frank Clem has been appointed in his place.

WITH THE SOCCER TEAM

WITH a new set of uniforms and a clean slate, the Bird & Son Soccer Team will start their season about the middle of September. They have once again joined the Boston and District Soccer League, in which they lost to Clan MacGregor in the finals last year.

At the first fall meeting of the League, John H. White was re-elected as President of the organization for the third consecutive year, and he was also elected a member of the Northern Massachusetts and State of New Hampshire Council. Mr. White, in addition to these two offices, is President of the James M. Curley Cup Competition.

In his capacity as President of the Boston and District League, Mr. White went to Quincy on the evening of August 25th and presented the members of the Clan MacGregor team with seventeen gold footballs and the Grieves Challenge Cup, which they earned as winners of last season's contest.

Considerable interest has been shown in soccer already this year, and a fine season is expected. New members are welcome to the squad, and are asked to see William McLaughlan of the Roofing Mill immediately, if they wish to play this fall.

NORFOLK COUNTY LEAGUE

OUT of nine games played in the second half of the season, Bird & Son has lost 3, won 5 and tied 1. Games will run over into the second week in September this year, because of a late start, and we can not give a final report of Bird & Son's standing until the October number of the *Review*.

July 24, with Norwood, won by Bird & Son, 17–4.
July 26, with Condit, won by Bird & Son, 5–0.
July 31, with Hollingsworth & Vose, won by Bird & Son, 9–3.
August 3, with Dedham, won by Dedham, 5–4.
August 9, with Canton, won by Canton, 5–3.
August 14, with Stoughton, won by Bird & Son, 7–1.
August 16, with Norwood, tie game.
August 22, with Condit, won by Condit, 8–1.
August 24, with Hollingsworth & Vose, won by Bird & Son, 8–1.

GIRLS' TENNIS CLUB

FURTHER matches have been played in accordance with the rules of the Girls' Singles Challenge Tournament, and the standing of the different groups to date is given below:

The Eliminations will take place the first of September, and only members in Groups A, B and C will be eligible.

All members are requested to pay their dues to Louise Percy as soon as possible. Dues are twenty-five cents a month, payable for four months, June, July, August and September.

Group A
Catherine Dowdie
Margaret Turner
Statia Markewicz
Bertha Broadley
Evelyn Wadleigh
Julia Lewis
Alice Clem

Group B
May Walsh
Ernestine Campbell
Bertha Kugel
Betty Lamore
Phylis Polumbo
Kathryn Broderick
Louise Percy
Wilma Reardon

Group C
Mary Stone
Dorothy Hartig
Congetta Civale
Ethel Duncan
Hazel Crandell
Margaret Delaney
Muriel McDonald

Group D
Anne Brennan
Martha Clem
Dagmar Peterson
Genevieve Pare
Eva Knoll
Anna Kelliher
Veronica Makarevich

BIRD PRODUCTS

Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt American Twins Thick Butt NEPONSET Double Twins
American Double Twins Hex-Twins Lock-Butt Individuals
Super Twins (Thick Butt) Giant Individuals

BIRD Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Old Reliable Universal

BIRD Building Papers

NEPONSET Black Saturated and Coated American Economy
Refrigerator Insulating Paper Mulch

BIRD Wall Board

NEPONSET Board, Cream White American Board

BIRD Specialties

Asphalt Felt Paroid Built-up Roof BIRD Deadening Felt
Plastic Cement Roof Coating
BIRD Insulating Board Art-Bric Siding

Flooring Division

BIRD Rugs BIRD Floor Coverings BIRD Tile Flooring
BIRD Rug Border BIRD Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes
Flower Pot Covers

Special Paper Division

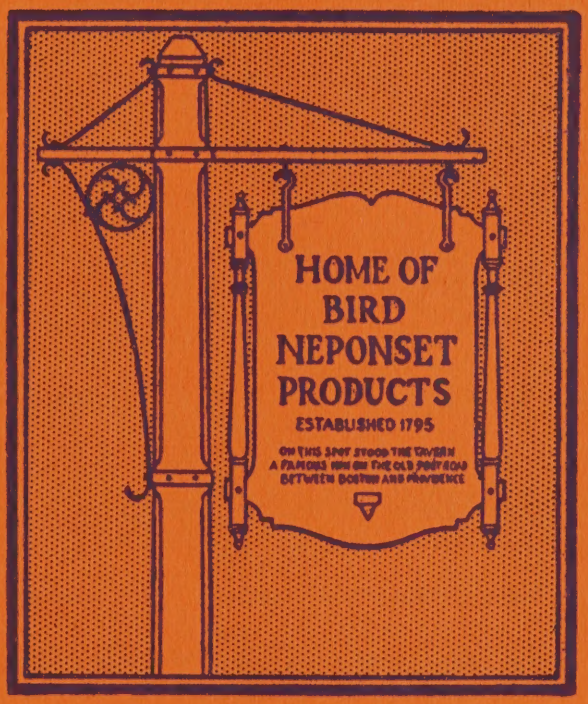
Standard Pressboard — Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes

BIRD & SON, inc. Established 1795 EAST WALPOLE, MASS.

{List of Bird Products on Inside Back Cover}

BIRD'S Neponset REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole, Mass.



VOL. XVIII NO. 10 OCTOBER 1930

Established 1795

BIRD & SON

(incorporated)

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.
Phillipsdale, R I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

Officers

President, Philip R. Allen
Vice-President, George R. Wyman
Vice-President, Elmer H. Bartlett
Sec. and Treas., Herbert H. Miller

Directors

Philip R. Allen
Elmer H. Bartlett
Charles S. Bird, Jr.
George D. Dutton
George C. Lee
John R. Macomber
Herbert H. Miller
Howland Twombly
George R. Wyman

SALES

Paper Sales Division
Vice-Pres. and Mgr.
E. H. Bartlett

Roofing Sales Division
Manager, P. H. Bailey
Eastern Mgr., W. E. Hale
Southern Mgr., A. D. Kilham

Box Sales Division
Manager, C. H. Andrews

EXECUTIVE

Asst. to Pres., R. C. Floyd
Treasurer, H. H. Miller
Asst. Treas. and Credits, D. E. Merrill
Asst. Treas., H. E. Davenport
Purchasing and Traffic, A. H. Russell
Assistant, M. J. Hawkins
Auditor, A. H. Anderson
Labor Bureau Manager, B. D. Rogers

Research
Director of Research, G. R. Wyman
Assistant, E. M. Lines
Chief Paper Div., E. L. Connolly
Chief Flooring Div., J. E. Graham
Chief Box Div., J. B. Maguire

MANUFACTURING

Vice-Pres. and Mfg. Mgr., G. R. Wyman
Asst. Mfg. Mgr., S. B. Montgomery
Plant Engineer, C. W. Conrad
Supt. Planning Div., P. N. Hills
Supt. Paper Div., S. W. Smith
Supt. Felt Div., T. G. Henderson
Supt. Flooring Div., R. M. Wight
Supt. Norwood Rfg. Div., E. L. Chamberlain
Supt. No. 1 Box Factory, R. L. Tupper
Supt. No. 2 Box Factory, S. W. Gladding

WESTERN ROOFING DIVISION

Manager, F. H. Hird
Sales Manager, W. W. Wilson
Manufacturing Manager, B. H. Roberts

Branch Offices

Boston, New York, Chicago

Warehouses

East Walpole, Mass., Norwood, Mass., Chicago, Everett Mass., Brockton, Mass.

FLOORING SALES DIVISION

Bird and Son Sales Corporation

President P. R. Allen
Vice-President and Sales Manager, H. E. Sawyer, Jr.
Sec. and Treas., H. H. Miller
Eastern Mgr., W. B. Rogers, Jr.
Western Mgr., R. W. Westcott

Branch Offices

Boston, New York, Chicago

Warehouses

Baltimore, Camden, Chicago, Cincinnati, Cleveland, Dallas, Davenport, Denver, Detroit, East Walpole, Grand Rapids, Los Angeles, Houston, Indianapolis, Kansas City, Memphis, Milwaukee, New Orleans, Oklahoma City, Pittsburgh, Richmond, Newark, San Francisco, St. Louis, St. Paul, Sioux City

BIRD'S NEPONSET REVIEW

Vol. XVIII October 1930 No. 10

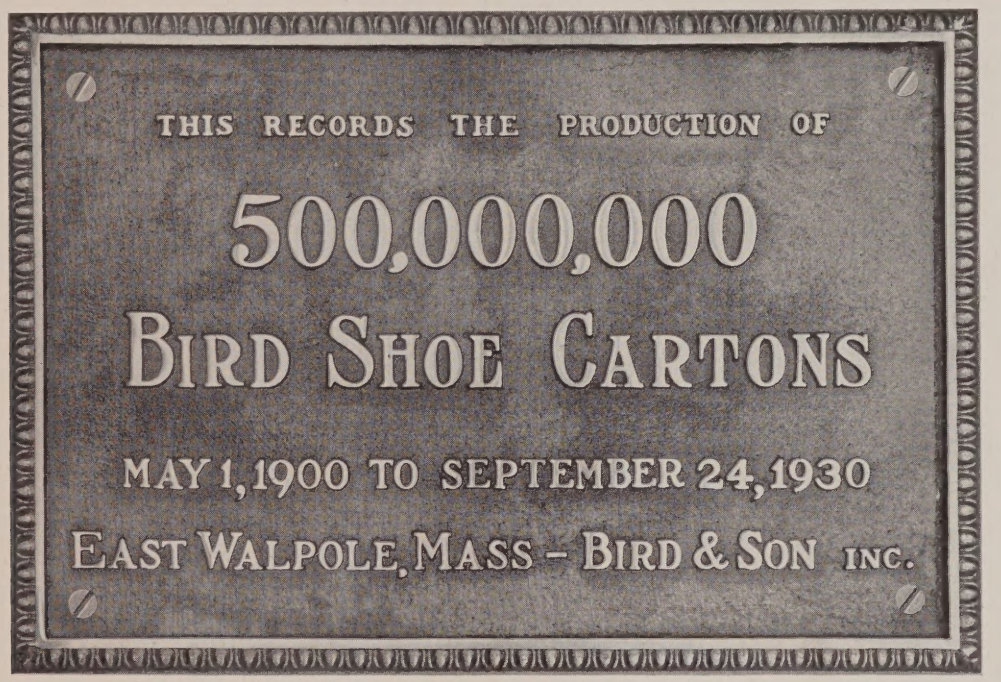
500,000,000 SHOE CARTONS

Famous Bird Box Makes Another Record

THIS has been a year of celebrations—in Boston and many other Massachusetts towns and cities, in Iceland, and even at Bird & Son,—but on the twenty-fourth of September, we observed a celebration, which in point of figures, eclipsed all the others during the year.

On that day, we produced our five hundred millionth shoe carton, and as each carton is composed of two pieces (the box and the cover), that was also the day that marked the finishing of the one billionth piece in the Shoe Carton Department. Five hundred million pairs of shoes have had the privilege of making their first public appearance in a Bird Shoe Carton, have been carried safely in A 1 condition to the shelves of shoe stores, and from there to the homes of millions of people all over the world. And of course, this doesn't begin to count the picnic lunches that have been packed in Bird Shoe Cartons, or the one hundred and one other uses to which these sturdy boxes are put, after the shoes have been removed. They outlast several times over the use for which they were intended —and what more could anyone ask?

In commemoration of this five hundred million mark in production, a bronze plaque was cast, and is to be placed on the wall of the Brigade Room in the No. 2 Box Shop. A picture of it is shown on this page.



Bronze Tablet at Brigade Room Entrance No. 2 Box Shop

Bird Shoe Cartons first appeared on the market thirty years ago, in 1900. They were an innovation. The idea of shipping shoe cartons flat to the shoe manufacturer, and furnishing him with a machine for setting up the box at his factory was a new one, and meant a considerable saving in shipment. The lids were made with a double fold-over on the ends—another new idea—providing four thicknesses on the ends, and giving maximum strength at those points. It had been the custom to score the box board to form the corners and edges of the boxes, that is, to cut the board through nearly one-half its thick-

ness, so that it could be folded. Bird Shoe Cartons from the first were creased rather than scored, and thus kept the full strength of the board at all the corners.

The process of Shoe Box making is an interesting one to watch, whether you see the old method in which the boxes are creased and cut one at a time directly from the rolls of box board paper, or whether you see the new Miehle process, where sheets of box board are fed automatically through two large machines, and come out printed, creased, and cut, ready for shipment to the shoe factory.

Until 1920 all Bird Shoe Cartons had been set up at the shoe factories by hand fed machines, and these are still the most practical for small orders. But in 1920 an automatic feed machine was introduced, and found great favor among manufacturers whose daily output of shoes was greater than five thousand pairs. On the new machines, the boxes are fed in flat, as they come from the shipping rooms of No. 2 Box Shop, and in a single operation are converted into completely finished shoe cartons, ready to be filled and used immediately.

Labels, trade marks, attractive designs, and finally colored boxes have all developed during the last few years, and Bird Shoe Cartons have kept pace with the times. Colored boxes are made, and can be printed with any design or trade mark in either one or two colors.

It is hard to predict what changes will occur in shoe cartons before we finish producing our next five hundred million boxes, but whatever they are we can be sure that they will not be made at the sacrifice of the sturdy and dependable qualities found in the cartons made in our Box Shop at the present time.

Manufacturing hands over the 500,000,000th Shoe Carton to the Sales Department. Left to right: H. G. Johnson, D.P. Colburn, P. R. Allen, President, C. H. Andrews, H. M. Doherty, R. C. Floyd, G. R. Wyman, Vice President, W. S. Jackson, Jeremiah Coughlin, S. B. Montgomery, J. B. Maguire. Insert: Left, S. W. Gladding; right, J. P. Dolan.

BIRD CLUB ANNUAL MEETING

A SECRETARY, a Treasurer, and Five new members on the Board of Directors were elected at the annual meeting of the Bird Club held at the Club House on the evening of September 12th.

B. D. Rogers was re-elected as Secretary, and H. S. Whitney picked for a second term as Treasurer. The five members on the Board of Directors are: Harry A. Dresser, Michael Shergals, Samuel H. Kay, Harry N. Mann, and Michael J. Hawkins.

Regular business was transacted at the meeting; reports were read and accepted, and entertainments for the coming season were discussed. In the treasurer's report an interesting fact was brought out. For the annual dues of six dollars that he paid, a member who attended every

meeting received approximately $7.10 worth of entertainment.

The meeting adjourned shortly after nine o'clock, and was followed by refreshments which were served in the dining room.

SUGGESTIONS

AT the meeting on September 3rd, the following suggestions were accepted as showing a saving in manufacturing cost and granted an award of Ten Dollars each:

Grind down Creasers on FXGM4 Lawrence Blatchford, FXG
Extension Pieces on FXCM2 Guides Charles Mutch, FXC
Improvement on FBPM6 Winder Friction
Dominic Triventi, FBP

The following were accepted as being of intangible value, and granted an award of Five Dollars each:

Change Hand Adjustment on DFWM11 John Bache, EMM
Improvement on Rotary Lid Die Laurence Hubbard, FXR
Change Slitter Knife Body Ira Goding, FFM
Trim Adjusting Wheel Edgar W. Ross, FXC
Container for Short Iron Bars Ernest Stather, Sr., FXB
Roll Stand Locking Device Ernest Stather, Sr., FXB
Wire Cable on Rope Ends at Crane James Trenholm, DMP
Guide for Paper on Top Dryer of DMPM5
James Trenholm, DMP
Improve Base Slate Oiling System John White, FBM

FIREMEN! SAVE MY CAR!

SATURDAY the 20th of September—That was a red letter day for Curtis Boyden.

Curt was peacefully at work that morning without a care on his mind, when suddenly the fire alarm blew. Now Curt is a fireman, and a good one, and he responded in a hurry to the station at the top of the hill. The rest of the boys were arriving and in short order, Engine No. 2 went, clanging and roaring up the street. But still to Curt it was only another fire.

The siren shrieked and with a final clang of the bell the engine swung into Curt's own yard. About then he began to get excited. There in the driveway was the family vehicle of transportation with flames shooting madly from under the hood.

"Firemen! save my car!" shouted Curt and dashed to the rescue of the faithful old Durant. With the able assistance of the entire company of firemen on No. 2 truck, the flames were quickly subdued without further damage than a few burned out wires, caused by a short circuit.

We are pleased to report that now the Durant is in good running order again, and that thanks to the quick response of the East Walpole Fire Department, Curtis and his family are still able to go ariding on Sunday afternoons.

TWENTY-FIVE YEARS AGO

TWENTY–FIVE years ago last month, the 250-foot chimney of our plant was completed and on its completion a large number of Bird & Son workers traveled "via the bucket" to its top for a magnificent view of the surrounding country.

On the same day that visitors were allowed atop the chimney, a lunch was served on the top, and the favored guests had the rare privilege of eating a meal from a place that has never before nor since served as a lunch room.

The "dinner" party included P. R. Allen, G. R. Wyman, J. B. Hanscomb, William K. Churchill, John Freeze, and two of the workers who built the chimney. The lunch was served by David Farrell, father of Charles Farrell of movie fame, who at that time operated a restaurant in the Labor Bureau Building.

Mrs. Annie F. Brown of the Main Office was one of the few women who had the courage to ascend by the bucket to the top, and in telling of her experience she says it was "some thrill." Her greatest fear, as she went up, was that after she got there, she would walk off the edge. But when she reached there she forgot her fear and enjoyed the beautiful view of the country.

Workers in the No. 2 Box Shop Shoe Carton Department

SAFETY COMMITTEES WARD OFF ACCIDENTS

JUST what does your plant Safety Committee do? This is a very logical question for one to ask, who has never "been on the inside," and this article is an attempt to answer it.

In the first place it meets during working hours, once a month—usually during the second week of the month. Appointments to the Safety Committee are made by the Chairman who in most cases happens to be the Superintendent of that particular plant. New members are added every six months. Now that the Committee is assembled and the meeting called to order—here is what takes place.

Reading of the last local and Central Safety Committee meeting minutes comes first. This is in order that everyone may refresh his mind.

Unfinished business comes next. Under this heading comes the reporting of recommendations made at the last meeting.

Then comes the report on accidents: (From a Main Mill report.)

Main Mill Safety Committee: Front Row, Michael Cronin, John Hale, Curtis Boyden, Mario Boragine, Ernest Oakes, James Trenholm. Back Row, P. A. Guttormsen, Chairman, Joseph Thomas, Edward Geraghty, Steven Bavan, and Maurice Tarr

"In connection with the accident to Joseph Thomas caused by the crane cable at No. 2 roll storage running off the sheave, it is suggested that the person finding the crane in disorderly condition report same to his foreman or Mr. Fisher so that action may be taken to warn those using this crane to leave it in proper condition for the next man to use it."

In many cases the man involved in a serious accident is asked to come before the committee and state his side of the case. The foreman of the department is also present and states his side. Both men may be questioned at will by the committee. In this way the real cause of many accidents may be brought to light.

Next in order comes the suggestions. Each man in turn is asked for his recommendations. The following were brought out at a recent Roofing Mill Meeting:

"Suggested: a guard rail on inside of platform in front of No. 7 coolers; that hand lift trucks need repairing; men working around hot asphalt should wear substantial shoes with no holes and thick soles; that motor back of No. 1 dry rack should be guarded."

No. 1 Box Shop Safety Committee: Front Row, Wilfred Turere, William Urquhart, Lawrence Blatchford, and Herbert Lewis. Back Row, Harold Watson, Carl Wurzel, Frank Fisher, Inspector, Vincent Lestan, R. L. Tupper, Chairman

This part of the meeting frequently brings forth some mighty valuable ideas. As the men get acquainted and more or less "at ease" after a meeting or two, the suggestions come in thick and fast, and everyone is given due consideration.

A "general" period now follows, and usually closes the meeting. Accident analysis sheets from the office are sometimes read and discussed. The chairman brings out points of interest, an outside speaker or a visitor gives his views on some

No. 2 Box Shop Safety Committee: Front Row, William Duquette, Arthur Hassler, Ernest Stather, Frank Fisher, Inspector. Back Row, William Jackson, Robert Patterson, Lawrence Hubbard

aspects of Safety. Quite often Mr. Fisher, who attends all Safety meetings, may have something to say. The meeting then adjourns.

These fellow-workers of yours who come to these meetings are thoroughly sold on Safety.

Flooring Safety Committee: Left to right, Leo Bernier, Evan Ostrom, Milford Ward, Howard Hewins, John Eppich, Ralph Wight, Chairman, Everett Rockwood, Leo Clarkin

If they are not when they come in, they soon become so. They are working with and for you. Help them by telling them of unsafe conditions and practices and by working safely yourself.

Safety Pays If You Are Careful You Pay If You Are Not

YOU will hear it said that a safety organization cannot be run successfully without the co-operation of every individual, from the highest to the lowest paid man, and that the management must be sold to the safety idea. This we know is true, for unless the management is for safety, we would be out of luck; but, luckily enough, our management is reasonable and fair and does more than its share to keep the good safety work going full speed.

Roofing Safety Committee: Front Row, Newell Tibbetts, Charles Norton, Luigi Cicoloni, Gustaf Johnson, Albert Whitmore. Back Row, Domenic Treventi, George E. Smith, Chairman, Charles Chorlton, Granville Baker, Walter Bragg, James Sword

You will also hear it said that it is the foreman's duty to take good care of his men, as well as his machinery, and that it is his duty when a man is injured to see that the injuries are properly treated, but, if you do not report your injuries to him, why should he be held responsible for your suffering? Many small cuts, scratches, strains, sprains, and burns have been received by men and girls which have never been reported and many people have gotten away with them without serious trouble, but—watch out—some day you may get caught, to your sorrow, for there is a first time for everything.

When you are injured do not wait until night when you are going home or until some time next week before you attend to it, for that may be too late and it may mean a long lay-off with a lot of suffering and loss of pay and, perhaps, the loss of an eye, arm, leg or your life, just because you thought it was a simple injury. The simple ones like scratches, slivers and punctures very often turn out to be serious ones.

Chicago Safety Committee: Back Row, J. G. Young, M. F. Meyers, Chairman; Front Row, Robert Rush, Nicholas Ahrens, Elizabeth Borkenhagen, Michael Thomas, Tony Ecklund, Louis Lance, Jr. and Louis Lance, Sr.

Safety and Fire Prevention Week begins October 5th and ends October 11th and we are all expected to do our part by going through the week without accidents or fires. However, why should we think we have done something wonderful because we can go seven days with a clean slate? Seven days are not much; there are 365 days in a year. Let's go a year and then some. Life is short and let's make the best of it. Also, don't forget we must keep down fires. A small fire causes a lot of trouble and a large one may put us out of a job, so keep your eyes open for fire perils so we can keep the old wheels turning. Be careful—stop, think, look, and listen. Help your fellow-workers, report all injuries, no matter how slight, and watch out for fire hazards.

FRANK W. FISHER,
Safety and Fire Inspector.

WINNERS IN VACATION PICTURE CONTEST

YOUR judges in the Vacation Picture Contest have had a very difficult time picking the winners of the contest for 1930. There were so many good pictures of about the same quality that it was no easy task to pick the right winners.

The picture, "Big Clam Lake, Ontario," taken by H. E. Davenport of the Credit Department won the Grand Prize because of its excellent photography, although it had close competition with several other pictures which captured first prizes.

Other prizes were awarded as follows: First Prizes: Ocean scenes, "Baldhead Cliff, Ogunquit, Maine," by Genevieve Pare, No. 1 Box Shop; Individuals, "Ruth Davenport at Camp," by H. E. Davenport, Credit; Groups, "Real Little Indians at Parry Sound, Ontario," by Anna Duffy, Printing Department; Camping Scenes, "Camping at Base of Mount Washington," by Ralph Kemp, Roofing Laboratory; Inland Scenes, "Starved Rock, Illinois," by LaVina Moore, Chicago; Still Life, "Swan at Marston's Estate, Centreville," by Thelma Patton, Roofing Sales; At Home, "Pool at Francis William Park," by F. R. Cooper, Payroll; Miscellaneous, "R-100 at St. Hubert Airport," E. M. Wadleigh, Main Office.

Second prizes: Ocean Scenes, "Nubble Light, York Beach, Maine," by Genevieve Pare, No. 1 Box Shop; Individuals, "A Shore Dinner," by Charles O'Connor, Roofing Laboratory; Groups, "Tossing the Coin," by Arthur McKenna, Roofing Mill; Camping Scenes, "Camping on the Cape," Helen E. Randall, Hospital; Inland Scenes, "Hairpin Turn, Mohawk Trail," by Herbert Schaier, Main Office; Still Life, "Moving Clock, Westmount Park, Montreal," by M. E. Stone, Stenographic; At Home, "Doll Review," by Arthur McKenna, Roofing Mill; Miscellaneous, "Loading Hay, Danville, Quebec," by Pauline Rafuse, Box Sales.

First prize pictures are being run in this issue. Next month we will print the second prize winners.

"Big Clam Lake," Grand Prize Winner in the Vacation Picture Contest. Taken by H. E. Davenport, Credit Department

QUESTIONS AND ANSWERS

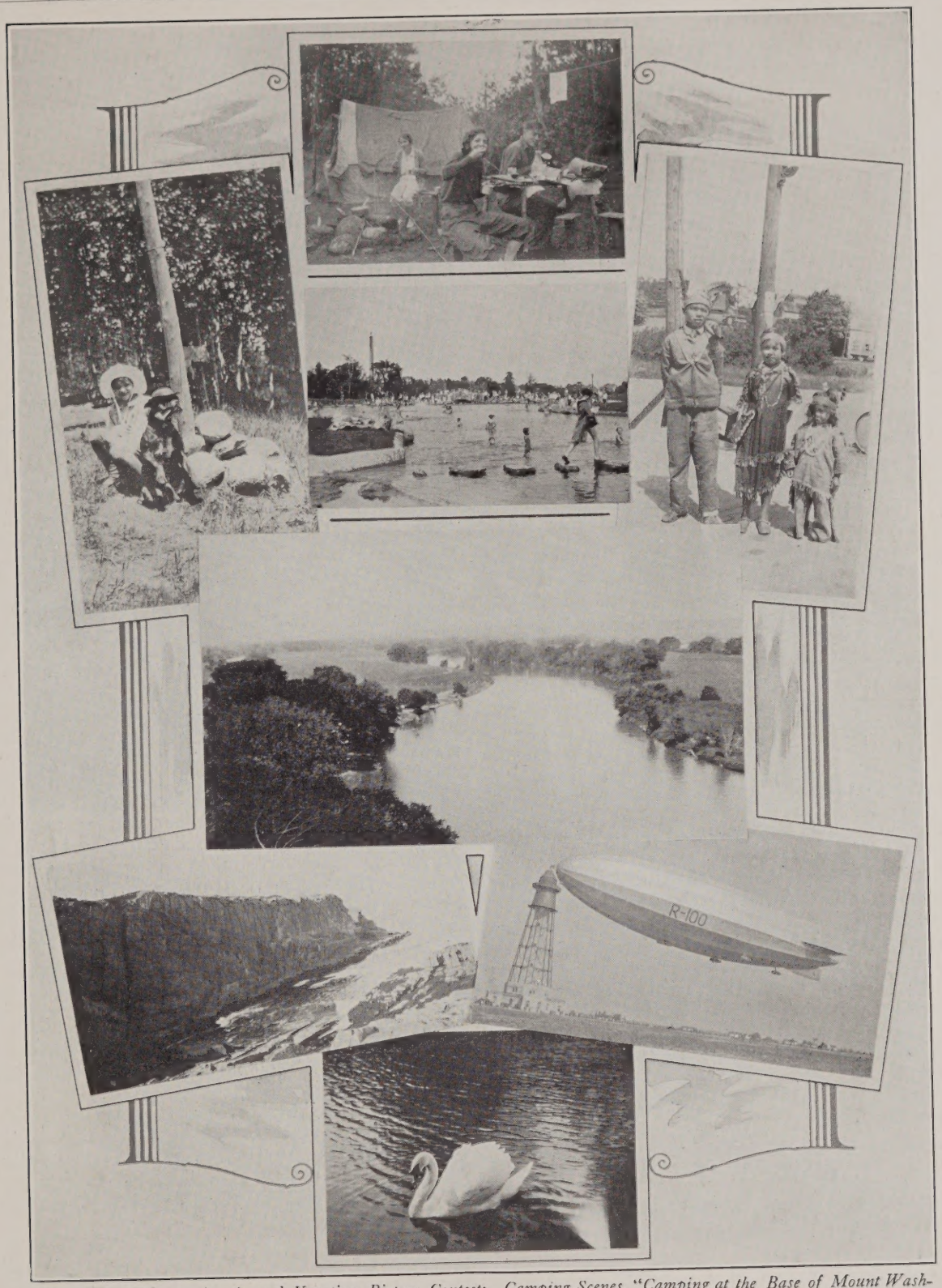
1. What are the office hours of the E. M. B. A. Doctors?
2. Has Bird & Son a "weatherman"?
3. What is Sun Glo?
4. What is a calender?
5. How are the mill whistles blown?

Answers to these questions will be found on page 15.

DON'T FORGET—NATIONAL FIRE PREVENTION AND SAFETY WEEK
OCTOBER 5 TO 11
BE CAREFUL THEN, AND ALL THE TIME

Mr. Smith: "Did you ever see one of those machines that tells when a man is lying?"
Mr. Jones: "Did I? Lord, I married one of them."

Englishman eating fish cakes for the first time: "Oh, I say, old chappie, something has died in my biscuit!"



First Prize Winners in Annual Vacation Picture Contest: Camping Scenes, "Camping at the Base of Mount Washington," by Ralph Kemp; Individuals, "Ruth Davenport at Camp," by H. E. Davenport; Groups, "Real Little Indians at Parry Sound, Ontario," by Anna Duffy; At Home, "Pool at Francis William Park," by F. R. Cooper; Inland Scenes, "Starved Rock, Illinois," LaVina Moore; Ocean Scenes, "Baldhead Cliff, Ogunquit, Maine," by Genevieve Pare; Miscellaneous, "R-100 at St. Hubert Airport," by Evelyn Wadleigh Still Life, "Swan at Marston's Estate, Centreville," by Thelma Patton.

BIRD'S NEPONSET REVIEW

Vol. XVIII. OCTOBER 1930 No. 10

Published Monthly by the Employes of Bird & Son, inc.
In the Interests of the Company and Its Workers
For the Promotion of
Good Service Good Business
Good Will

MILLS: East Walpole and Norwood, Massachusetts; Phillipsdale, R. I.; Chicago, Ill.

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Assistant Editor E. M. Grout
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Printing Foreman, F. R. Meyer

You don't need to fear tomorrow, if you have done your level best today.—Forbes Magazine.

EMPLOYEES' PRICES

MEN, like us, who have to work for every cent we earn, know how very important it is that everybody be given a square deal. But some Bird & Son employees don't seem to realize that they are not dealing squarely when they order materials at employees' prices for their friends.

As a special favor and privilege, Bird & Son has allowed any employee to purchase Bird Products at special rates—prices which are very low in comparison with the retail prices. Such low rates were meant, however, to apply *only* to Bird & Son workers.

Some workers have ordered material for their friends and personal acquaintances. This practice, whether those workers realize it or not, is not square dealing.

A recent check-up on employees' orders has shown that too many people were abusing this privilege, making necessary the writing of this article. In extending the purchase of our products to employees, Bird & Son, inc. want you to buy all the material you wish for your own use, but other people have no right to employees' prices.

Use all the privileges given you, but don't *abuse* them.

TIME TO WORK

EVERY Bird & Son worker has a good idea of the present business depression and how it has effected our own plants. The present poor business condition is not only common throughout this country, but in almost every nation in the world. The United States is perhaps the least effected. We are going through a period of old-fashioned "hard times" with its companion, un-employment.

Business is quiet. We all know there is un-employment.

But who would really believe it in travelling through the country. More people are hurrying and driving through the country in automobiles than ever before. Automobiles are owned by one out of every four of the 122,698,190 persons in the United States. Movie and Talkie Pictures still draw packed houses. Beaches and summer resorts have been crowded and never want for patrons. Every golf link in the country is crowded. Those who can't afford club memberships seem to have plenty of money to pay for playing both on the private and public links.

In addition to this, the Tom Thumb and miniature golf courses are occupying almost every available lot in any fairly good sized town. During the past year they have sprung up by the thousands and are thronged with players day and night.

None of these things which gratify our desire for pleasure point to a business depression or hard times or un-employment. They do point to some at least that too many hundreds of thousands of us Americans are giving more thought and energy to play and pleasure than to the serious work of business, industry and thrift.

Perhaps this has something to do with business depression.

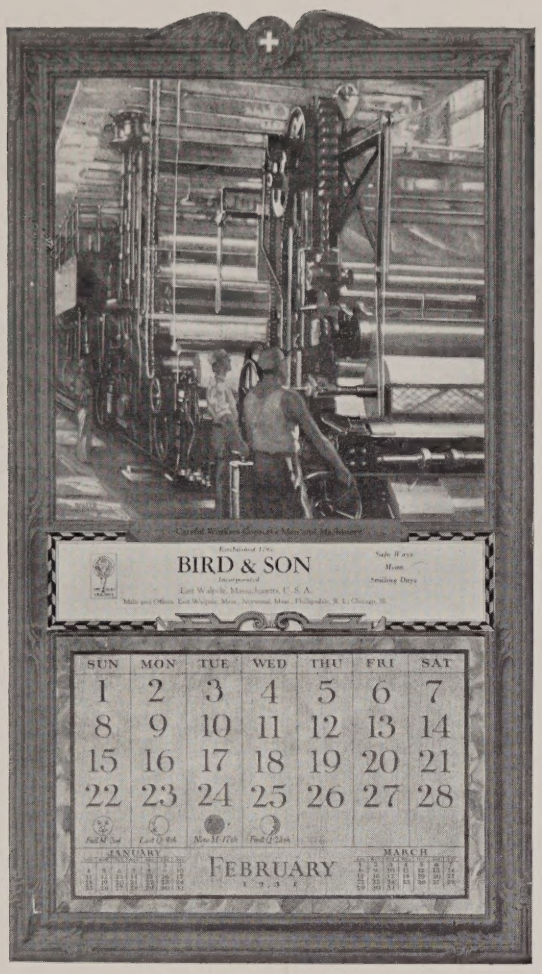
When will it end? When will business revive? Last January it was predicted that it would pick up during the spring. When no improvement came then, it was predicted in July. Then again in the fall and now there is not much if any improvement at this time. When can we plan on better business? We have listened to a lot of predictions and have been subjected to considerable theorizing. The best remedy for "sick" business is hard, intelligent work. VACATION DAYS ARE OVER -LET'S GET TO WORK.

1931 SAFETY CALENDAR

THE new Safety Calendar for 1931, published by the National Safety Council, and carrying our own imprint, will again be distributed this year to all Bird & Son employees.

Notice the sample page from next year's calendar printed on the next page. Each month carries a similar safety message in attractive colored pictures. On the back of each sheet are timely articles on first aid and "Seasonal Safety Suggestions."

These calendars are valuable. They carry messages for the home, the school, the street, and the plant. They cost Bird & Son, inc. considerable money each year, but because of the Safety message they carry, they are worth every cent they cost.



HEALTH NOTES

GUARD THE GATEWAYS

THE nose and throat might be termed doors leading into the body. They should be barred against unwelcome guests, such as cold germs.

The lining membrane of the nose continues into six cavities, called sinuses, where cold germs like to lodge. Once there, they cause what we know as sinusitis, a very disagreeable condition.

There are often growths and defects in the construction of the nose which are aggravated by repeated and prolonged colds. Whenever a cold keeps up for more than three or four weeks you can be pretty sure there is a sinusitis existing and then it is time to visit a nose and throat specialist.

Many colds would be prevented if people were more careful about the temperature of the air they breathe. When the temperature of a room goes over 70 degrees, the lining membrane of the nose becomes congested and has less resistance to germs causing infections.

If you will air your rooms more and your grievances less, you will be happier and healthier!

Sore throats are often caused by repeated colds, which finally develop into sinusitis. The discharge from the nose, dropping back into the throat, causes the inflammation and soreness.

Frequent mouth washes, sprays and gargles are recommended for sore throats. It must be remembered, however, that the chief value of these preparations lies in the mechanical washing of the inflamed parts. A very strong antiseptic will not only kill the bacteria but may injure the lining membrane of the throat as well.

Many times the simplest gargles are the best. A gargle of salt water, or one prepared from a teaspoonful of bicarbonate of soda in a glass of water, is often beneficial.

Your nose is the entrance to your lungs; your throat is the entrance not only to the lungs but also to the stomach. These gateways to other important and vital portions of your body should be well cared for and guarded.

Guard the gateways!

LIBRARY NOTES

THE power to reason, plan, and execute is a part of our business capital which we can increase through study and good reading. Why not accumulate some of this capital? The pamphlet "Education Opportunities of Greater Boston" shows one course of procedure—it recommends night schools where studies may be followed on a wide range of subjects.

Good reading in endless variety is open to everyone with guidance in the selection of the best in literature.

New Books in Our Library

Cargoes for Crusoes—by Grant Overton: about books and their authors, and another on somewhat the same lines, American Nights' Entertainment.

Romantic Days in Old Boston and Old Boston Days and Ways by Crawford—two books of special interest this year.

A Vaquero of the Brush Country—a thrilling story of the cattle industry in the South West, by J. Frank Dobie.

Travel books:

Watching Europe Grow — Cronelia Stratton Parker
The Last Home of Mystery: Adventures in Nepal — E. Alexander Powell
On Wandering Wheels—a Motor Trip from Maine to Georgia — Jan Gordon and Cora J. Gordon

Fiction:

Valiant — Raine
Diana Dauntless — Kester
The Door — Rinehart
Ravensdene Court — Fletcher
Skipper John of the Nimbus — McFarland
Ethan Frome — Wharton

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff
Alice Clem
Ida Milesky
Sabina Costello
Gladys Noddin
Eva Knoll
Elizabeth Lawson
Alice Fales
Beatrice Severance
John Andrews

Arthur Bushell was married on September 2nd to Miss Elizabeth Daley of Cambridge. Friends will be welcomed at their home in West Hartford, Connecticut.

Margaret Kelly reports having seen seals at Booth Bay Harbor recently.

Eleanor Morse enjoyed her first airplane ride from the Westwood Airport—and so did Ruth Arel, from the same place.

Flora MacDonald, absorbing health and happiness on the deck of the S.S. Cameronia, as she returned from Scotland

Isabel Faunce enjoyed two weeks of glorious September weather at Brant Rock.

Sophie Ceglarski of the Stenographic Department has entered the field of matrimony and is now Mrs. Leslie W. Barrows. The happy event took place September 17. After a brief honeymoon, they will reside at Mansfield.

Ethel Hayward stole a march on her fellow workers by being very secretly wed on Wednesday, September 10th, to Mr. Percy Brian of Somerville. She is spending her honeymoon in Canada and expects to make her home in Norwood.

Bird & Son now boasts four roller-skating fans, namely, Dot Smith, Peg Crane, Peg Sheehan and Ruth Milliken. The Wollaston Rink is their destination on Tuesday evenings and as no groans are forthcoming on Wednesday mornings, we surmise that the results are not so bad. Dot is seriously considering the use of them while making messenger trips.

Margaret Sheehan is spending two nights a week at the School of Practical Arts in Boston. We wonder if she really enjoys it or if there is an attraction on Boylston Street. How about it, Margaret?

Mr. Turkington has just returned from a two weeks trip to our Ohio territory.

We welcome H. B. Lane back on his old territory. It certainly is great to have him with us once more.

We regret very much that A. M. Covert has resigned.

R. V. Garner now travels Covert's old territory. Good Luck! Bob.

Val Coerver has returned to Chicago.

Ellen and Hannah Flavin have returned from their vacation which was spent taking daily trips.

Mrs. Knoll is spending her vacation in Connecticut. Anne Kelliher and Mae Walsh may be seen burning up the roads in any New England state.

Our little friend "Olie" Tetrault mastered the 81 questions and bravely went forth and took the driver's test. Did she succeed? Indeed she did! Another driver for Flooring Sales!

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran
Herbert L. Badger
Welthea Smith
Herman Nordstrom
John F. Burke
John H. Maguire
Mary Driscoll
John DeCosta

We understand from a reliable authority that Happy Timmins spent a very enjoyable vacation at Hog Island engaged in his latest hobby—flying kites.

S. B. Montgomery spent his vacation at Harwichport.

Paul Guttormsen took a week's vacation in September, making home his headquarters and taking short trips.

Harry Mann took his second week's vacation in September, and went on an automobile trip, going over the Mohawk Trail and through New York State to Lake Ontario, returning through the Adirondacks, and the Green and White Mountains.

Engineering

John Maitland
Walter Down
Mario Boragine

Roy Gardner and Mrs. Gardner decided a few weeks ago that they would like to spend the week-end in Maine, so off they started with that end in view. Everything was going fine until they reached Waltham, but after that, well we don't know what happened. But where any other well behaved Chevrolet would have been tearing off the miles through New Hampshire, Roy found himself cruising around the familiar scenery of the Blue Hills.

William Ivatts is now the proud father of a nine and a half pound baby boy born at 8 Rockhill Street. The mother and baby are getting along nicely, and the baby has already found a name for himself—Robert Hugh. Congratulations, Bill.

Joe Engley is now enjoying his vacation at Saunderstown, R. I.

Other vacationists who have returned to work include:
Catherine Corbin, touring Canada.
Halburton Dobbins, Deer Isle, Maine.
Harold McNeeley, St. Johns, N. B.
Robert Hood, Barnstable.
Jesse King, Eastport, Maine.
John Broadley, Osterville.

Phillipsdale, R. I., Mill

Rexford H. Salisbury
David S. Lowry
John H. Nolan
Leslie E. Howard

You probably have heard of men wearing their coats or vests backward but did you ever see anyone walking around with his shoes on the wrong feet? James Cicerelli wears his this way quite often to straighten the rubber heels when they wear on one side.

Anyone wishing to learn how to raise fruit, such as peaches and pears, ought to see Frank Mello. He has California fruit trees which probably account for the nice fruit. He and Joe Perry are having quite a dispute as to which one has the best orchard.

Ed. Medbury and Bill Callen are giving Clarence Pierson instructions in eating soup. One more tooth lost and Clarence will be down to the straw class.

Tony Nanni and Jack Walsh have a very exciting game of solitaire every noon.

Our truck driver, Manuel Perry, had his annual two-day cruise to the Brockton Fair. Bus Richardson and Albert Carlson also went.

One of our beatermen overlooked a five-dollar gold piece in the beater room the other day and Ed Vatcher picked it up.

Charlie Anthony, Francis Hall, and Bill Andrew planned a fishing trip last week but, after getting everything ready, they had to come in and change a wire on the machine. The fish didn't get disturbed after all.

George Hawley did the unexpected and took an airplane ride.

The three new members of the Phillipsdale Safety Committee: Alfred Battey, John Walsh, and Manuel Neves

Mr. Henderson got quite a thrill watching the yacht races on Saturday, the thirteenth, on the Steamer "City of Lowell." Also an added thrill when the boat bumped into a coast guard boat.

Mr. and Mrs. Leslie Howard spent their vacation touring the New England States and Canada as far as St. John, New Brunswick.

Our office manager and editor-in-chief has taken up the Scotch game of golf. Much time is spent by the caddy (when he has one) and him chasing the balls and putting them back on the fairways.

Joe Farrell took a very pleasant auto trip, while on his vacation, to Gettysburg and then to Canada covering a distance of 1900 miles. While in Canada he stopped next house to his

Vice-President E. H. Bartlett, ready to sail the seven seas

son and was very much surprised to find him there.

The new ramp makes a pleasing addition to the year facilities and also saves time unloading cars.

Billie Banks has returned from his annual trip to Canada.

Ed Kelley can't understand a word George Madden says when he is playing cards with him. Madden is going to see his dentist about a new set of teeth and this may help Kelley to understand him.

Tom Wynne, a native of Daisy Field, has decided to move to the big town of East Providence.

Jim Casey, as a checker player, would make quite a hit playing Tom Thumb golf—ask our office boy. Hyrske has a good reputation as a checker player and holds the championship at Phillipsdale.

Miss Neill spent her vacation at Block Island watching the Steamers come and go. She also gave swimming lessons while there. We are all going to join her swimming class next year, if we can.

BOX FACTORIES

East Walpole, Mass.

No. 1 Box Shop

Edward Gronroos *Charles H. Mutch* *Ralph Watson*
Herbert Lewis *Ralph Farris*

Steven Reardon enjoyed a week with his sisters in Maine during his vacation in September.

Who is it that has been moving horses on Chapel Street during the detour there?

The big Boston Parade passes the State House. This picture taken from the Bird & Son Airship was first reproduced in the Boston Herald.—Courtesy of the Boston Herald-Traveler.

Michael Verderber enjoyed a trip to the White Mountains one recent week-end.

President Hoover isn't the only one that can go fishing. Tony Lewicki is to be found casting the line every week end at the Norton Reservoir.

John Locke enjoyed his vacation the second week in September.

We suggest a megaphone for Helen Glebus so that she may make known her wants.

Alma Haering and Arthur Anderson have left the employ of Bird & Son.

No. 2 Box Shop

Edward Scanlon *Christine Sherer*
Catherine Brady *Anna Duffy*

Frances Murphy has returned from her vacation spent in Hartford, Conn.

Mary McKinnon and Mary Scanlon enjoyed a motor trip to Fiskedale.

Clemens Kaseter and Antoinette Pupalaigis were married at St. George's Church in Norwood on August 30th. They are now residing at their new home at 47 Tremont Street, Norwood.

A sure sign of winter: Frank Eisenhauer and Walter Hartig are wearing neckties.

Alvah Bridgham has returned from his vacation spent at nearby resorts.

We are glad to see Frances McDavitt back with us again after being out sick.

We wonder what was on Frank Eisenhaur's mind the night he walked home from work, and then after reaching home, turned around and ran all the way back to the parking space for his car which he had left there. Can you beat it!

Catherine Brady has returned from her vacation.

John McMahon is back again after his long illness.

Eric Ecklund has bought a place in Westwood. His lot is 80′ x 80′, but there is no limit to the depth.

Edward Scanlon has returned from his vacation.

George Towle is convalescing at the Norwood Hospital, after an operation for appendicitis, and by the time that this is published, we hope he will be back with us again.

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Ralph Kolseth *Charles Savage* *Charles Watson*
John White *Edward Hiller*

This month will just about wind up the vacation list. Here are a few of the "late-goers":

Felix Carlson, in Maine.
James Quinn, at home.
Joseph Aukstolis, painting and papering his house.
Charles Lacivita, trip to New York.
Doc Watson, motoring to Cape and other points.
Dick Stoddard, Eastport, Maine.
Charles Savage, New Hampshire.

The Miehle Presses in the Shoe Carton Department where Shoe Cartons are printed, cut and creased in record time

Herbert Jepson, trip to New York.

Henry Morgan, motor trips.

Harry Dresser, Cape Breton Island and the White Mountains.

We extend our sympathy to Milton Beasley on the death of his father.

John Graham attended the Old Timer's Ball Game and had many good stories to tell about it.

Mike Damules has a hobby for pencils. Look out, John Foley.

James Sword is re-roofing with Bird Special Hex Shingles.

Newell Tibbetts has joined the benedicts. We have yet to see the young lady but we will soon as he expects to reside in Norwood. We now understand the numerous week end trips to Maine.

Charles O'Connor is a frequent visitor at the Foxboro State Hospital lately, of course we know why Charlie, but do not let the place get the best of you. They have some bad actors over there.

George Dexter is pinch hitting for Ed Hiller, who is on his vacation.

The die changing business at the Roofing Plant has been very brisk during the last two weeks.

Work on the new double decking system in the Shipping Department has started.

Pat Treacey is building himself a new home on Prospect Street, Norwood.

Warren Manson has bought a new radio.

Roy Packard substituted for Arthur McKenna, while Arthur enjoyed a honeymoon trip on the Cape.

Charles Chorlton, Jr., is sporting a new car.

Howard Everett is now driving a snappy Peerless Four Door Sedan.

Ernest Wood came in all smiles on Tuesday morning, September 16th and announced the birth of a daughter.

Ray Call has bought himself a nice new tuxedo for special occasions.

Stan Phillips of the Roofing Laboratory is in the market for a vehicle to transport him to and from night school. No owners of bicycles, pushmobiles or scooters need apply.

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell F. Lydon*

Anyone visiting the Chicago Plant these days would wonder at the activity going on. No signs of a business depression here, certainly, with the Mill working on Sunday for the first time in its history. Covering orders at the old prices is the answer.

We have been hearing fish stories for years from our returned vacationists, but never a bit of evidence to back them up. Then Mr. Stafford went up into northern Wisconsin and demonstrated his angling ability by sending us six pickerel and a wall-eyed pike. Mr. Stafford said he caught them himself, and what's more, we believe him.

Mr. Wendel McNeil, whose father is W. R. McNeil of Building Products, Ltd., Montreal, is increasing his knowledge of things mechanical by obtaining some practical experience in the plant here before returning to Yale to complete the last year of an engineering course.

The winner of the Singles Tennis Championship this year will receive a handsome, new trophy, a beautiful silver cup. The old one is now in possession of Bill Wilson, who won it three times, and this year may bring him another victory.

There are more contestants this year than usual and next year's champion may be any one of a number who are showing signs this year of becoming dangerous contenders.

There's a certain fender on Glenn Young's car that seems to act as a target for other motorists. And while this is very annoying to Glenn and not particularly beneficial to the car, one frequent occupant of the back seat claims that these "Little Accidents" certainly titillate no libidinous itch for him. We hope the people in Pittsburg, where he is now spending his vacation, will be more considerate.

There are some people with whom one just cannot associate the thought of sickness. And such a person is our able shipping foreman, Al. Bohenberger. It was quite surprising, therefore, to learn that his absence of a week or more was due to a severe cold. He's back again and still the same old Al except for a slightly husky voice.

Florence Mormon recently spent a week-end at Niagara Falls for Scenic reasons only. Her mother accompanied her.

Congratulations!

Congratulations to Chicago! On September 9th, 1930, they completed a year without a lost-time accident. Keep up the good work!

FLOORING PLANT AND OFFICE

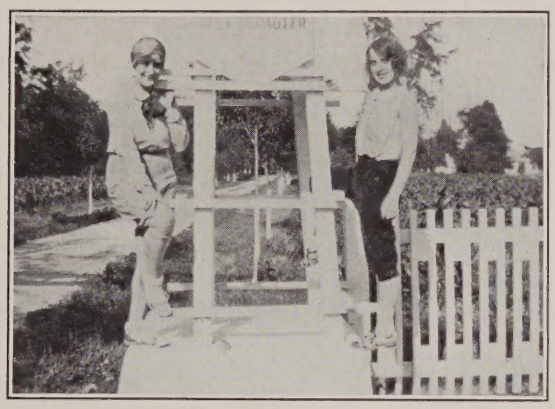
Norwood, Mass., Plant

Lloyd Smith *James Hanley* *Lester Evans*
Tom Rogers *Lawrence Gammell* *Leo Haggarty*

Gordon Wilson recently enjoyed a week end trip to Old Orchard Beach, Maine.

Carroll Gammell spent a week end in Portland, Maine.

If everyone spent his vacation as Gus Hagman and Francis



Florence Morman and her sister Dorothy from Chicago, taken in front of a cottage at Lake Okouchee, Wisconsin

Sheehan spent theirs, business conditions would never improve—two weeks on the back porch!

Frank Kissel has found a way to get free admission to Brockton Fair. Just round up a gang to take over—and then let them pay your way in. They say that Frank came near placing his Dodge on exhibition there.

Marion Kissel, the office boy, feels like quite a man now. He proudly displays a brand new tattoo.

Albert Duffy has moved from South Norwood to a house on Railroad Avenue.

James Connolly spent a recent week end in Portland, Maine.

Elmer Noddin returned from Maine after having spent a month's vacation. He says that the old native state is a great place for a real rest.

Wilma Reardon spent her vacation at North Woodstock, N. H. Haven't heard much of the details, but she appeared to have thoroughly enjoyed it.

Incidentally Wilma's dogs, "Spud" and "Skoota," seem to have quite expensive appetites, according to the reports we hear of their activities. They always select the best hats and shoes to satisfy their playful??? hunger.

Frank Clem represented the East Walpole Tennis Club, at the Tournament of the New England Parks Tennis Clubs, which was held at Springfield, Mass. Although Frank did not meet with his usual success in tennis, he says that there is some advantages in defeat as it gave more time in which to watch the other matches, in the company of the fair sex.

Gordon Wilson has also returned from his vacation. He sent us a picture of the finest hotel in Greenfield, Mass., with an "X" marks my room, but he had the "X" in an adjoining building.

The Flooring Plant was well represented in the Tercentenary Parade in Boston, on September 17th. Six men from the Flooring plant were in the ranks of Company G, 101st Inf. Mass. N. G. An excellent view of the Bird & Son "blimp" "NEPONSET" was obtained by the marchers as the parade passed through Dock Square.

Clare Hayman has returned to work after spending a week's vacation in Canada, and he says the only thing he brought back was dust. Believe it or not!

Felix Glebus enjoyed a week sight-seeing in South Norwood.

John Eppich has returned safe and sound from a motor trip to Niagara Falls, Montreal and Chicago.

Studebaker now has another record made by John Smith, who drove one of the old stock cars from Lewiston, Maine to Norwood in four hours. Traffic cops, please do not read this item.

Alex Morrison's Chevrolet still looks the same after its 3000 mile trip through Cape Breton Island, Nova Scotia.

Martin Scampini who has just returned from a honeymoon trip through New York and New Jersey is now willing to learn how two can live as cheaply as one.

CHICAGO OFFICE

G. B. Blackmore *V. D. Szukalla*

Speaking of tennis, we are pleased to be able to acclaim the Women's Championship Double in our midst and, of course, it was won by none other than Mrs. F. B. Wittleder. She shares the honor with Miss Mae Cuervorst of Wichita, Kansas. The tournament was played in Milwaukee, Wisconsin. Mrs. Wittleder's partner has previously won the championship for Southern Kansas, Colorado and Missouri Valley. Well, "Witty" we always knew you'd do it and expect you to be on top for Illinois in the near future.

Everyone—and when we say everyone we mean it—is pleased to see W. K. Smith back on the job again. W. K. was laid up for a week or so with a strained tendon and we all missed him. Even our customers called up to ask why Mr. Smith hadn't been around.

We were pleased to hear that Frank Smith's wife is getting

Clif Hodes (on tricycle) and "Father" Bill Dunn, vacationing at St. Louis

along nicely after a nervous breakdown. We all hope for a speedy recovery.

G. H. Exline reports seeing a 6½ lb. wall-eyed pike. He states the general run is from three to four pounds. Is this another fish story, George?

Bill Dunn and Cliff Hodes spent their Labor Day holidays in St. Louis and from all reports a good time was had by all. Anyway, someone had to take a chance with their "bike" as Cliff deemed it necessary to go back to childhood days, as the picture in this Review will indicate. Bill isn't so sure that Cliff will make the grade.

Mary McWade has returned from her vacation, being the last one to go from the office. Mary spent her time taking life easy at their summer cottage on the Fox River.

The whole force is in full swing now and ready for a good Fall business. With our Leader patterns in Super-Grade and Neponset, as well as the regular line of patterns, we feel the Fall season should go over big.

Cliff Hodes again breaks into print. He is now travelling with Mr. Petitclair around Des Moines, Iowa.

Mr. Fledstrum of F. S. Harmon & Company, Tacoma, Washington, spent a short time with us. He renewed his acquaintance with Jimmy Campbell, who formerly worked for F. S. Harmon.

We were also pleased to have Mr. Brown of Leath & Company, Rockford, Illinois, with us for a short time recently.

Val Coerver has just returned from East Walpole after spending a few months at the mill, and we all welcome him back to the office.

We recentlly saw a picture of Miss Scotland 1930. She just recently came from Scotland to marry one of the Bird salesman; none other than Scotty Whitelaw. We know we'd like her immensely, Scotty, and hope we may have the pleasure of meeting your "better half" very soon.

Were you ever so surprised that you couldn't talk? Well, we have never been either but we will be if Lillian Moe ever brings down that fudge she has been promising to make for us. We've even given her empty candy boxes to put it in, but to no avail. We hope you will have a free evening between now and Christmas, Lillian, so that you can make it.

The Bridge Club has again been reorganized to start the Fall term. Lillian Moe and Gladys Davis are the initial hostesses, and they have warned us to bring our own lunch. We don't care what you have, Lillian and Gladys, as long as you have olives.

September 15 was a big day for Gladys, Sadye and Virginia, inasmuch as they started their swimming lessons then. It won't be long now before they will have to tread water to let Gertrude Ederle catch up with them. Their only worry is that they will break down under the strain of wearing too many medals.

Personal to Bert Hindmarsh: Have you got a Bird in your hat, Bert?

Visitors at our Plants During September

East Walpole and Norwood Plants and Office

Mr. H. W. Edwards of Lever Brothers.

Mr. Harold W. Taylor, of Paper Board Industries.

Mr. W. E. Webster of the United Shoe Machinery Company.

Nap. G. Kirouac, President, The Royal Paper Box Co., Quebec.

Mr. and Mrs. Everett Flood, Augusta, Maine.

Mr. E. B. Fiske, Thames Board Mills Limited, Purfleet, Essex, England.

Mr. and Mrs. Arthur J. Ford, Endicott Lumber & Coal Co., Endicott, N. Y.

Mr. and Mrs. Charles W. Curtis, Endicott Lumber & Coal Co., Endicott, N. Y.

Mr. Robert Barr, Manager, G. W. Rice Co., Northbridge, Mass.

Mr. and Mrs. C. H. Felt, Felt & Hasey, Randolph, N. Y.

Mr. and Mrs. Hugh Johnson, East Randolph, N. Y.

Mr. Joseph L. Arienti, Great Barrington, Mass.

Mr. W. R. Wallis, East Douglas, Mass.

Mr. Harry D. Robinson, Plymouth Rubber Company, Canton, Mass.

Mr. M. J. Baker, General Superintendent, and Mr. M. Raymond, Missisquoi Corporation, Sheldon Springs, Vt.

Mr. A. M. Cook, du Pont Co., Newburgh, N. Y.

Chicago Mill and Office

Mr. M. D. Darrow, Barber Asphalt Co., Madison, Ill.

Mr. R. E. Hill, Carbondale, Ill. Southern Illinois salesman.

Mr. Frank Young, Logansport Roofing & Supply Company, Logansport, Ind.

Mr. A. M. Dobbins, Grand Rapids, Michigan. Michigan Representative.

Mr. L. L. Williams, L. L. Williams Roofing Co., Muskegon, Michigan.

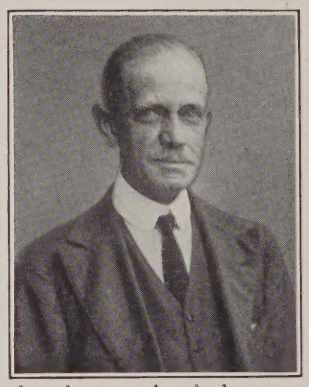
Mr. C. C. James, C. C. James Roofing Co., Grand Rapids, Michigan.

Glenn Hall, Michigan Representative, Owosso, Michigan.

Mr. Roy Hall, Sturtevant & Blood Company, Owosso, Michigan.

DEATH OF LESTER M. PRATT

LESTER M. PRATT, a Bird & Son worker for twelve years, and for many of those years intimately connected with the details of the Roofing Office, died at his home in Norwood on Sunday, September 21, 1930.



Mr. Pratt, whose voice was very familiar to all those who called the Roofing Office, was stricken by a shock on August 22, 1929, and had not been able to work since that date.

Besides his widow, he is survived by two daughters, Miss Alice Pratt of Norwood, and Mrs. Lillian F. Harden of Dorchester, and one brother, J. Winthrop Pratt of Quincy. To them we extend our deepest sympathy.

Funeral services were held at 2:30 Tuesday afternoon, September 23rd at the home, and the burial was at Mount Wollaston Cemetery, Quincy.

WITH THE SOCCER TEAM

BIRD & SON Soccer Team opened its 1930–31 season in the Boston and District Soccer League on Sunday, September 21st. They played the rebuilt Stoughton Town team at Stoughton and were beaten by two goals to one, the result of a penalty kick.

The Bird team was playing its first game, and finally tired after outplaying their opponents for the greater part of the game. They proved to have the necessary material for a successful team, and will do well this season. Walter McKenna scored Bird & Son's only goal.

The players in the first game were: Harry Benson, Harry and Bert Sansom, Walter McKenna, Captain Jack Smith, George Schofield, George Bullock, Sam May, John Mullin, James Leiper, James Brown, and James Schooler.

EAST WALPOLE TENNIS CLUB

OLIVER J. BARR, winner of the Francis William Bird Trophy tournament has again walked away with the honors and also won the East Walpole Tennis Club championship, by defeating Frank Clem to the tune of 6–2, 9–7, 6–2.

Other matches in the play off were as follows: Oliver Barr vs. Carl Clem, won by Barr, 6–8, 7–5, 7–5. Frank Reynolds vs. Donald Kirkpatrick, won by Reynolds, 5–7, 6–3, 8–6. Oliver Barr vs. Peter Clem, won by Barr, 6–1, 6–0. Frank Reynolds vs. Frank Clem, won by Clem 6–1, 6–1, and the final match between Frank Clem and Oliver Barr.

This winds up the tennis season officially for this season, and the last week of Daylight Saving in September marked the end of tennis playing for almost everybody, except on weekends.

GIRLS' TENNIS CLUB

THE finals in the Girls' Elimination Tournament have been played and the winners in the three groups are announced as follows:

Group A, Julia Lewis from the No. 1 Box Shop; Group B, Genevieve Pare from the No. 1 Box Shop; and Group C, Congetta Civale of the Stenographic Department.

Julia Lewis will receive a silver platter, and in addition will have her name inscribed upon a bowl given by Mr. C. S. Bird, Jr. The bowl will be on display at the office.

Cups are to be presented to the winners of Groups B and C.

As is customary at the end of the season, a banquet will be held, and plans are now being made for this final event of the tennis season.

Answers to Questions on Page 6

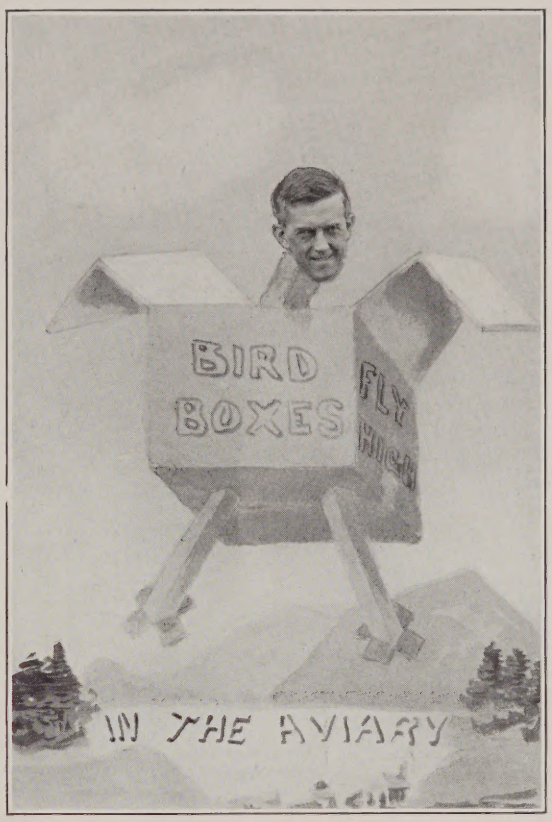
1. 2:00 to 3:00 P. M. and 7:00 to 8:00 P. M.

2. No. The Drafting Department takes a daily measurement of the amount of water going over the mill dam, and also makes a record of the rainfall, but they do not make a complete weather report.

3. Sun Glo is one of the new color combinations in Bird Shingles. It is similar to Art Blende, but the colors are brighter, and contrast more strikingly with each other.

4. A calender is a series of heavy rollers through which the paper passes after it comes from the machine. The calendering process gives the paper a smooth, glazed finish.

5. At East Walpole the whistle is blown by the engineer in the turbine room, who checks his time with the Western Union Clock in that room. The Roofing whistle is blown from the engine room there, and the Flooring Plant whistle is blown from the cord which hangs at the time clock between Nos. 1 and 2 print machines.



THE "ANDREWS BIRD"

Boxes, Boxes, Boxes—
You see them everywhere
This fellow goes; 'tis even said
He wears them in his hair.

Solid Fibre, Corrugated,
Shoe Cartons, Screw, and Tack,
Flower Pots and Earth Bands—
They'd go to China and back

If laid out in a straight line.
This "Andrews Bird" is a wow;
He's been selling boxes for Bird & Son
For more'n twenty years—and how!

While he used to be a tennis star,
That was when he was a "child,"
And now he is a golfing fan,
Though his shots are sometimes wild.

But when he pulls a good drive,
It's a long one, as it should be,
For the "Andrews Bird" is a lanky bird—
As long as any could be.

A native son of Walpole,
He's known to all around
As "Chet"—you guessed the name
Of this "Andrews Bird," I'll be bound.

The Mocking Birds.

MAIN MILL WINS CHAMPIONSHIP

MAIN Mill, coming from the bottom of the League where they stood on July 21st, tied with the Bird Club for first place with two games to play, and finally walked away with the championship by winning both those games from the Bird Club.

Although the season has dragged out considerably because of postponed games, it has been an interesting one, and one in which the championship was not decided until the final game.

Recognition of some sort will undoubtedly be given this team, but at the present writing no award has been decided upon.

Main Mill Champion Baseball Team in the Departmental League for 1930. Standing: Maurice Tarr, Joseph Eppich, Fred Vietze, Ernest Oakes, Charles Rafuse, and G. R. Wyman, Vice-President of Bird & Son; Front Row, Edward Knaus, John Muse, Herman Barker, Thomas Burns.

BIRD & SON BASEBALL TEAM

THIRD place is the final position of the Bird & Son Team in the Norfolk County Baseball League, with six victories and five defeats in the last half of the season's schedule. Condit and Canton tied for first place, and as Canton won the first half of the schedule, the two teams are to play a five game series to decide the championship of the season, omitting the play-off for the winner of the second half.

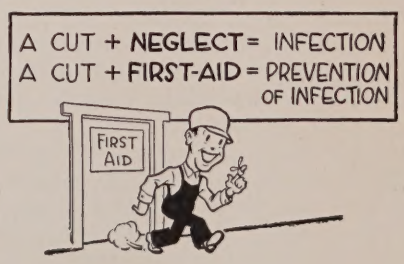
Below is the standing of all the teams in the League at the end of the second half of the schedule.

	Won	Lost	Average
Condit	9	3	.750
Canton	9	3	.750
Bird & Son	6	5	.545
Hollingsworth & Vose	6	6	.500
Norwood	5	6	.455
Dedham	5	7	.417
Stoughton	1	7	.125

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth, and fifteenth anniversaries fall during the month, and of those who complete twenty or more years' service during October:

			Years
John H. Maguire	10–12–1882	Paper Mill	48
John Dower	10– 1–1895	Maintenance	35
Chas. T. Derry	10–12–1897	Retired	33
H. L. Engley	10– 9–1901	Maintenance	29
Victor Purdy	10–12–1907	Maintenance	23
Alice Fales	10–28–1907	Boston Office	23
Jerry Cullinane	10–10–1910	Maintenance	20
Nils Lindequist	10–11–1910	Flooring Plant	20
Michael Usdavins	10– 5–1915	Paper Mill	15
D. E. Merrill	10– 4–1920	Main Office	10
Frank Mumblow	10– 6–1920	Flooring Plant	10
Sulo Soloman	10– 8–1920	Power and Steam	10
P. N. Hills	10–18–1920	Planning	10
Geo. F. Campbell, Jr.	10–25–1920	Main Office	10
Cyril McCue	10– 5–1925	Flooring Plant	5
William Hall	10–16–1925	Box Shop	5
Joseph Destito	10–19–1925	Flooring Plant	5
Teodori Michienzie	10–28–1925	Roofing Plant	5
PHILLIPSDALE			
Amos Simmons	10– 5–1920		10
CHICAGO ROOFING DIVISION			
Harry A. Brandau	10– 1–1920		10
Ermer H. Jansen	10–14–1920		10
William Rogers	10– 5–1925		5
CHICAGO SALES CORPORATION			
Ralph W. Keeler	10–15–1925		5
CORRECTION SEPTEMBER LIST			
Sabina Costello	9– 8–1925		5



BIRD PRODUCTS

Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt — American Twins Thick Butt — NEPONSET Double Twins
American Double Twins — Hex-Twins — Lock-Butt — Individuals
Super Twins (Thick Butt) — Giant Individuals

BIRD Roll Roofing

Paroid — Art-Craft — Shingle Design — Slate Surfaced
American Ready — Old Reliable — Universal

BIRD Building Papers

NEPONSET Black — Saturated and Coated — American — Economy
Refrigerator Insulating — Paper Mulch

BIRD Wall Board

NEPONSET Board, Cream White — American Board

BIRD Specialties

Asphalt Felt — Paroid Built-up Roof — BIRD Deadening Felt
Plastic Cement — Roof Coating
BIRD Insulating Board — Art-Bric Siding

Flooring Division

BIRD Rugs — BIRD Floor Coverings — BIRD Tile Flooring
BIRD Rug Border — BIRD Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases — BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots — Tack and Screw Boxes
Flower Pot Covers

Special Paper Division

Standard Pressboard — Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes

BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

{List of Bird Products on Inside Back Cover}

BIRD'S Neponset REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole, Mass.

VOL. XVIII NO. 11 NOVEMBER 1930

Established 1795

BIRD & SON

(incorporated)

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.
Phillipsdale, R I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

Officers

President, Philip R. Allen
Vice-President, George R. Wyman
Vice-President, Elmer H. Bartlett
Sec. and Treas., Herbert H. Miller

Directors

Philip R. Allen
Elmer H. Bartlett
Charles S. Bird, Jr.
George D. Dutton
George C. Lee
John R. Macomber
Herbert H. Miller
Howland Twombly
George R. Wyman

SALES

Paper Sales Division
Vice-Pres. and Mgr.
E. H. Bartlett

Roofing Sales Division
Manager, P. H. Bailey
Eastern Mgr., W. E. Hale
Southern Mgr., A. D. Kilham

Box Sales Division
Manager, C. H. Andrews

EXECUTIVE

Asst. to Pres., R. C. Floyd
Treasurer, H. H. Miller
Asst. Treas. and Credits, D. E. Merrill
Asst. Treas., H. E. Davenport
Purchasing and Traffic, A. H. Russell
Assistant, M. J. Hawkins
Auditor, A. H. Anderson
Labor Bureau Manager, B. D. Rogers

Research
Director of Research, G. R. Wyman
Assistant, E. M. Lines
Chief Paper Div., E. L. Connolly
Chief Flooring Div., J. E. Graham
Chief Box Div., J. B. Maguire

MANUFACTURING

Vice-Pres. and Mfg. Mgr., G. R. Wyman
Asst. Mfg. Mgr., S. B. Montgomery
Plant Engineer, C. W. Conrad
Supt. Planning Div., P. N. Hills
Supt. Paper Div., S. W. Smith
Supt. Felt Div., T. G. Henderson
Supt. Flooring Div., R. M. Wight
Supt. Norwood Rfg. Div., E. L. Chamberlain
Supt. No. 1 Box Factory, R. L. Tupper
Supt. No. 2 Box Factory, S. W. Gladding

WESTERN ROOFING DIVISION

Manager, F. H. Hird
Sales Manager, W. W. Wilson
Manufacturing Manager, B. H. Roberts

Branch Offices

Boston, New York, Chicago

Warehouses

East Walpole, Mass., Norwood, Mass., Chicago, Everett Mass., Brockton, Mass.

FLOORING SALES DIVISION

Bird and Son Sales Corporation

President P. R. Allen
Vice-President and Sales Manager, H. E. Sawyer, Jr.
Sec. and Treas., H. H. Miller
Eastern Mgr., W. B. Rogers, Jr.
Western Mgr., R. W. Westcott

Branch Offices

Boston, New York, Chicago

Warehouses

Baltimore, Camden, Chicago, Cincinnati, Cleveland, Dallas, Davenport, Denver, Detroit, East Walpole, Grand Rapids, Los Angeles, Houston, Indianapolis, Kansas City, Memphis, Milwaukee, New Orleans, Oklahoma City, Pittsburgh, Richmond, Newark, San Francisco, St. Louis, St. Paul, Sioux City

BIRD'S NEPONSET REVIEW

Vol. XVIII November 1930 No. 11

A NEW PRODUCT—BIRD SOLID TILE

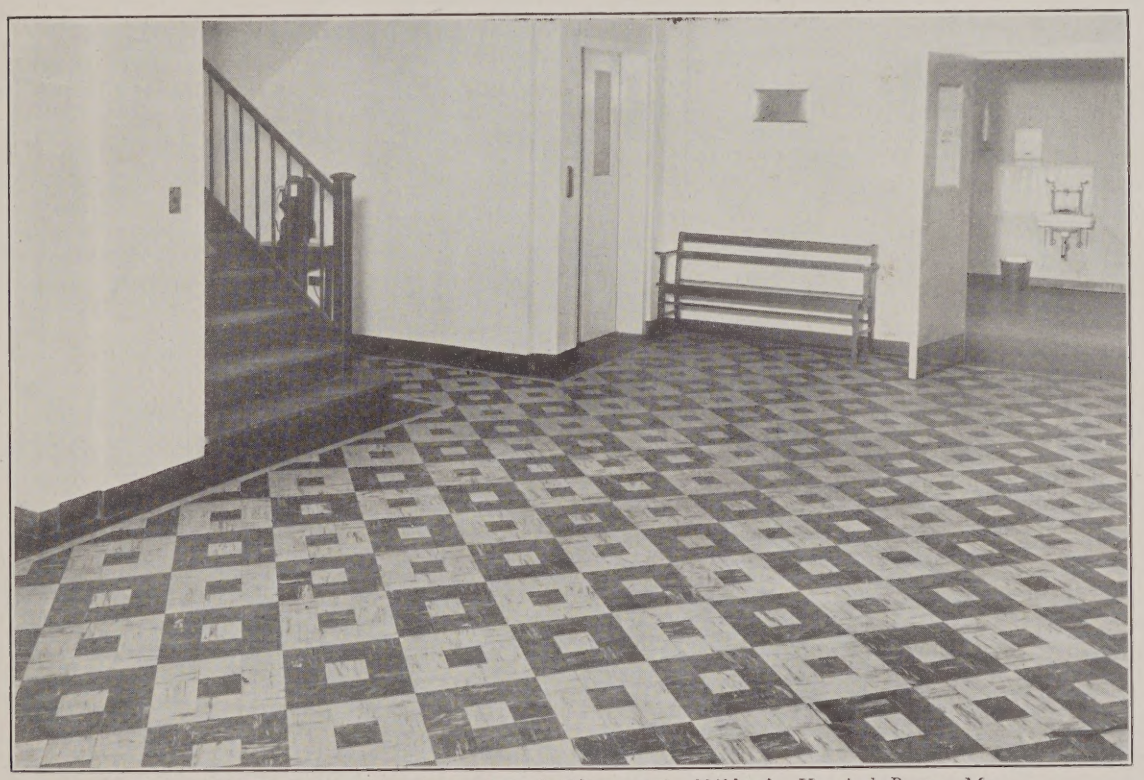
Proven by Laboratory Tests to Excel Among Manufactured Tiles of Today

IF you want to give your house a real Christmas gift this year, present it with a new Bird Solid Tile Floor in the bathroom, the kitchen, or the reception hall. It is the newest thing in modern floor covering, and, we believe, the best.

For over four and a half years our Research Department headed by Vice-President G. R. Wyman and Mr. E. M. Lines, has been working to perfect a product better than the manufactured tiles now on the market in wearing quality and resistance to soaps and rough usage of other sorts. The result is the new Bird Solid Tile.

Ten colors, all finished so as to give the appearance of marble, are now being made: light gray, light and dark brown, light and dark green, light and dark mahogany, cream, black and green, and black. These come in a variety of sizes so that any number of attractive patterns are possible.

To prove the worth of these tiles before putting them on the market, comprehensive tests on them were made by Professor Hayward, who is in charge of the Testing Material Laboratory at the Massachusetts Institute of Technology. Professor Hayward and his assistants conducted these severe and varied tests, comparing Bird Tile with Grade A. Linoleum, lacquered, Linoleum Tile, and Rubber Tile. Sixteen tests were made, and each flooring was graded like a college examination paper, or rather, like a golf score, since the lowest rating was the best. There were tests for indentation, made by applying 80 pounds pressure to the surface with a steel pin about one quarter inch in diameter. Tests were taken at the end of one minute and five minutes, and then an hour later the indentations were measured to see how well the surface had resumed its normal ap-



Bird Solid Tile in the lobby of one of the buildings at the Children's Hospital, Boston, Mass.

pearance. Immersion tests subjected the materials to submersion in an alkali solution, Acetic Acid, Lard Oil, Mineral Lubricating Oil, and Kerosene.

In the abrasion test, each flooring was subjected to 25,000 rubs with a No. 0 emery cloth—the nearest approach that could be made to an actual test for wear. The flexure test was made by bending the materials about a graduated mandril, to discover whether or not they would crack easily. In the tests for stain the materials were treated with mineral oil, vegetable oil, iodine, and mercurochrome. These stains were then removed with either alcohol or water. Tests for expansion in moisture and in heat were made—for moisture by immersing each material in water for three days, and for heat by "baking" to a temperature of 150 degrees F. A Flame test was conducted to see how long the materials would burn of their own accord, after being put into a flame for one minute. And finally, as a test which would combine the actual conditions a floor so often has to meet—that of continual foot traffic, combined with dirt and grease—all the materials were subjected to a severe scrubbing by a bristle brush while immersed successively in a one percent Alkali Solution, Mineral Oil, and Kerosene. This determined whether or not the materials could stand severe wear and the hard scrubbing with strong soaps necessary to clean the dirt they would collect.

When the final totals were run off, Bird Tile had the low score of 21. The next best among the three other products was twelve points behind Bird Tile with the score of 33; the other two were 35, and 46.

A fire-resistant cellulose base, combined with a tough resilient, almost wear-proof cork composition is what goes to make up this tile. You can't wear it out until it has more than paid for itself. It can't fade, because it has the same solid color throughout. It won't stretch. An installation was made at the plant in the path of lift trucks. For seven months these tiles were subjected daily to the traffic of these heavy trucks, which weigh from 6,000 to 9,000 pounds each. There have been no signs of stretching or distortion. Oils, greases, and strong soaps will not stain it, and even if these strong oils and soaps are left in direct contact with the tile for a considerable time, they will not harm it appreciably.

An installation of Bird Solid Tile in the vaults of the Federal Reserve Bank Building at 30 Pearl Street, Boston. Heavy money trucks, weighing 3000 pounds apiece, make 125 trips daily over this floor. The Bird Tile replaces Rubber Tile, which was found unsatisfactory for supporting the heavy trucks.

In the home, in the office, in hotel kitchens, drug stores, fashion shops, automobile showrooms—in any place where long wear and permanent beauty are essential, Bird Tile will give complete satisfaction.

A toastmaster, in introducing a new speaker, always tells a bit about the man's history, where he has come from and what he does. We have tried to act as "toastmaster" for this new product of our plants. We now beg leave to introduce BIRD TILE, the most modern of floorings, and the best. It speaks for itself.

ABOUT THIS TIME OF YEAR

Football Captain: Whoever he is, there is a dirty sneak crook on this squad. In the past week, I have lost a set of Stanford shoulder pads, a Yale sweater shirt, a pair of Harvard pants, a Northwestern blanket, and a couple of Y. M. C. A. towels.

—Carolina Buccaneer.

Fortune Teller: You will marry a dark man, and for the first few years of your wedded life you will be very unhappy.

"And after that?"

"After that you will become used to it."

—Vancouver Province.

Are You Proud of Your Department's Safety Record?

HOW many days has your department worked since its last lost-time accident? How does your department stand in relation to the rest of the mill? What departments have gone longest without an accident? These and several other questions started an animated search of the hospital records. Due to insufficient time before *Review* material goes to press we are able to give you this information only about the Norwood and East Walpole Plants.

Most of you are familiar with accident score boards in your departments which read "This department has worked — – days without a lost-time accident." These boards were installed August, 1926. Instead of going back to the last accident an arbitrary date was set—August 1st—and the "chalk artists" got underway.

Quite a few of our departments have gone since that time without a lost-timer and, consequently, they are not getting all of the credit to which they are entitled. To remedy this defect, we have gone back to the last accident in each department and figured the work days (Sundays excluded) to Oct. 18, 1930. The accompanying comparative "Honor Roll" is the result. The statistics given therein are quite amazing. ***Three*** departments have gone over 10 years without a lost-timer; ***eleven*** departments operated accident-free from 5 to 10 years; ***six*** departments 4 to 5 years; ***nine*** departments 3 to 4 years; ***six*** departments 2 to 3 years; ***thirteen*** departments 1 to 2 years; and but ***fourteen*** are under 1 year.

For the sake of uniformity we are giving the present number of employees in each department. Due consideration, however, should be given to the natural reduction in number of employees attained since 1920. More employees means more exposure to dangers. Then there is the natural hazardousness of the job. For instance, in the Main Mill Engine Rooms there were 12 men in 1920. In the Main Mill Oiling and Cleaning Department there were 14 in 1920. Yet both of these departments have gone over ten years without an accident. Tending steam engines, turbines, huge switchboards, oiling, greasing and cleaning continuous process paper machines—these are some of the hazards which men in these departments have contended with successfully. There is a story about each department, but lack of space forbids our telling it.

Take pride in your department's Safety record. Work safely every day and watch the figures grow larger on your departmental accident score board. Remember an accident means that you have to start all over again.

SAFETY HONOR ROLL

Symbol	*Department*	*Present No. Emp.*	*Days Worked Since Last Accident*	*Foreman*
	Over Ten Years			
FFZ	Flooring Watch	4	3694	R. M. Wight
EML	Main Mill, Oiling and Cleaning	11	3670	T. M. Graney
ERE	Steam Engines	5	3597	P. A. Guttormsen
	Five to Ten Years			
FFQ	Oil Boiling	3	2919	J. R. Ghen
EF	Drafting	5	2791	S. H. Kay
PFL	Flooring Laboratory	4	2505	B. H. Bailey
FBR	Boiler Room	2	2278	H. A. Dresser
FBZ	Roofing Watch	3	2226	E. L. Chamberlain
FBQ	Asphalt Blowing	5	1938	R. Roy
FXW	Wallboard	10	1699	H. Tower
DFW	Base Wad	4	1667	W. F. Geary
EMS	Main Mill Store Room and Receiving	6	1597	Halburton Dobbins
FBL	Roofing Oiling and Cleaning	2	1554	H. A. Dresser
FFM–SM	Maintenance & Stores	20	1546	F. Sutherland
	Four to Five Years			
FXP	Printing	13	1498	F. R. Meyer
FBE	Electricians (Norwood)	6	1379	H. C. Jepson
FBC	Paint and Cement	2	1334	R. Roy
PBL	Roofing Laboratory	6	1298	M. R. Beasley
FFD	Rug Border	8	1236	S. A. Nickerson
FBB	Blown Asphalt Storage	7	1223	M. F. Sheehan
	Three to Four Years			
FBM–SM	Roofing Maintenance and Stores	22	1139	H. A. Dresser
EMP	Steamfitters	9	1062	J. F. Dower
DMK	Cartridge Cutting	14	1034	L. M. Doane
FFG	Tile Mfg.	5	1004	S. J. Taylor
FFB	Block Room	10	990	J. W. Garner
DMH	Raw Stock Handling	18	984	A. A. Smith
FXT1	FX1 Stock Transfer	4	980	J. L. Locke
FBY	Roofing Yard	7	967	H. A. Dresser
FBP	Roofing Machines	66	963	H. F. Everett
	Two to Three Years			
DMZ	Main Mill Watch	4	839	J. A. Sheehan
FXG	Corrugated	30	763	A. D. Colburn
FXV2	FX2 Shipping	9	751	G. L. Towle
FXB	Small Boxes and Flower Pots	14	738	W. S. Jackson
EMW	Millwrights	20	701	A. C. Urquhart
FFP	Print Machines	55	645	E. H. Hamilton
	One to Two Years			
DMB	Beaters	30	587	J. J. Burke
DFF	Finishing	10	545	W. F. Geary
EME	Electricians (East Walpole)	5	540	F. Whitehead
ERH	Coal Handling	2	470	P. A. Guttormsen
EMM	Machine Shop	23	450	P. Hessian
FFN	Undercoat	29	432	S. J. Taylor
DFP	Pressboard	14	407	W. F. Geary
EMT	Trucking	7	362	M. J. Tarr
DMC	Cutting and Sorting	31	361	A. A. Smith
FFR	Rug Finishing	38	360	S. A. Nickerson
FXF	Solid Fibre	70	350	R. L. Tupper
FFV–S	Flooring Shipping	27	325	L. R. Bernier
EMY	Yard Dept.	12	325	J. H. Smith
	Under One Year			
ERB	Boiler Room	20	312	P. A. Guttormsen
FBX	Raw Stock Unloading	13	291	R. J. Stoddard
FXR	Shoe Cartons	44	238	J. T. Coughlin
FXC	Solid and Corrugated Combiners	30	192	J. L. Locke
FFF	Floor Covering Finishing	23	178	S. A. Nickerson
FXV1	FX1 Shipping	19	173	R H. Morse
FFC	Paint Room	6	143	S. J. Taylor
DMP	Paper Machines	38	133	J. J. Burke
FFY	Flooring Yard	8	118	F. Sutherland
DMT	Stock Transfer	19	94	J. E. Curran
FBV	Roofing Shipping	25	71	R. J. Stoddard
DMW	Waste Water	6	67	V. Burrell
DFC	Pressboard Combining	5	66	W. F. Geary
FBF	RoofingFinishing	42	15	C. J. Watson

Angry Motorist: "Hey, some of you people walk along as if you owned the street!"

Irate Citizen: "Yes, and some of you motorists drive as if you owned the car!"

Book Agent to Farmer: "You ought to buy an encyclopedia, now your boy is going to school."

Farmer: "Not on your life! Let him walk, the same as I did."

MORE OPINIONS ABOUT THE SUGGESTION PLAN

WHEN the suggestors were interviewed at the Roofing Plant, much the same sort of information was obtained as at the other plants. The men like the satisfaction of seeing their ideas put into effect, and feel that they are helping not only themselves, but their fellow-workers and Bird & Son as well.

Roofing Mill Suggestors whom we quote this month: Standing, John Wosner, John White, Domenic Treventi. Kneeling, Thomas Smith, Arthur Balduf, Ruel Fulton

Arthur Balduf, Electrician, has been using the suggestion plan since 1923. In that time he has submitted 59 suggestions, 13 of which were accepted—22%. He likes the suggestion plan for several reasons—because it offers a way of getting added income; it helps to show that a man has some interest in his job beside just getting his work done; it makes work easier; it is a quick way of getting your ideas across.

Ruel Fulton, Machines, is a real old-timer in the suggestion system. He began using it in 1914, and has submitted 80 suggestions of which 27 were accepted. This is 34%. In 1923, he received the second prize for the number of suggestions accepted. He feels that the plan keeps him on the lookout for the little things, and so helps him on his job.

Thomas Smith, Machines, started in 1921, and has had 8 of his 32 suggestions accepted—25%. He likes to see the conditions improved where he is working and for those with whom he is working, and has sometimes mentioned his ideas to his foreman without putting in suggestions to cover them.

Dominick Treventi, Machines, started in 1919, has entered 53 suggestions and had 19 accepted—36%. He said that there were quite a few things that used to bother him that his suggestions have straightened out.

John White, Maintenance, also started in 1919. He has entered 119 suggestions, and had 46 accepted—39%. In 1924 and 1925 he won third prize for the number of suggestions accepted; in 1927 and 1928, first prize; in 1927, he won a special award of $10. He thinks the awards help but that the principal benefit is that there is a lasting value in the fact that you can see the fellows around you using something that is useful to them and that really is the result of your own ingenuity.

John Wosner, Machines, began in 1919 and has submitted 48 suggestions, 21 of which were accepted—44%. This is the best record made by any of the men interviewed at the Roofing Plant. In 1926 he won the first prize for the number of suggestions accepted. He likes the idea of being able to put in a suggestion to cover something which he sees ought to be improved and then of seeing it put into effect and used by himself and his fellow-workers.

Suggestions records are now a permanent part of the employment record. Cards have been made out which show how many suggestions each employe submitted each year since the plan was first put into effect in 1913; how many were accepted each year; and what special awards were won. At the end of each year, additions will be made to these cards so that each record will be complete.

SUGGESTION AWARDS

THE following suggestion was accepted at the meeting held on October 1, and given an award of $10 as it showed a saving in manufacturing cost:

Extension for Kicker on FXGM4 Laurence Blatchford, FXG

The following suggestions were accepted and given an award of $5 each, as they were of intangible value:

Change in Paper Guides on FXCM1 Saverio Dechellis, FXC
Tray under Rolls at Art-Craft Section, FBPM1 Paul DeLaiarro, FBP
Chute over Boot on Overlay Elevator John Howard, FBX
Fix First Press Hoist on DMPM2 Lewis Keddy, DMP
Improve Roll Shaft John Lydon, FXR
Guide for Deckling Cylinders Michael McDonagh, DMP
Device for Removing Wave from Corrugated Board Charles Mutch, FXC
Support for Paper at FXCM2 Feed Rolls Charles Mutch, FXC
Eliminate Cutters on Rotary Lid Die Euplio Puopolo, FXR
Rubber Handle Thomas Smith, FBP
Lever for Steering Trucks Richard Sprague, FXC

Congratulations

Hats off to the Engineering Departments. On October 20, 1930 they completed one year without a lost-time accident. Keep up the good work.

BIRD CLUB ENTERTAINMENT

OPENING the winter season of Bird Club parties, Engineering Night was observed by the Bird Club on October 28th.

Holman's Famous Turkey Supper was served at 6.30, and that meant that everybody had enough, and more, in the line of gastronomic entertainment.

Auricular and optical entertainment was furnished later in the evening by the Boston Singing Minstrels. Which means, in plain English, that everybody had a good time at both the dinner and the entertainment.

This first party was in charge of J. A. Sheehan, Chairman of the Engineering Committee. Other members included: Fred Duncan, Halburton Dobbins, Frank Whitehead, John Timmins, Louis Desjardins, Harold McNeeley, Harry Mann.

P. A. Guttormsen has been appointed General Chairman of the Entertainment Committee for the year, and the Chairmen of the Individual meetings are as follows:

J. A. Sheehan, October; A. H. Anderson, November; Bernard Bailey, December; J. B. Maguire, January; H. E. Davenport, February; E. R. Clark, March; W. S. Jackson, April; Charles O'Connor, June.

IT PAYS TO HAVE YOUR PICTURE IN THE REVIEW

LITTLE did we realize that we were going to help Mary Flaherty find a five-dollar bill when we published her picture in the *Review* in September. But here's the story.

Mary, who works at the Bird Club, came down to the post office the other day to buy a stamp or two and mail a letter (we won't say to whom). When she left the Club, she made certain that in her pocketbook—in addition to a comb, a powder puff, etc.—there was some change and a five-dollar bill. But when she got home, lo! and behold the five dollars was missing. Mary knew she hadn't bought anything but the stamps, was positive she hadn't opened her pocketbook until she reached the post office, nor after she left it.

But the money was gone—no doubt about it. It was a dark hour for Mary. Five dollars is a lot of money to toss to the winds. Even John D. Rockefeller gives away only dimes.

Shortly after Mary left the post office, the postmistress happened to walk outside the window, past the counter. There on the floor was a five-dollar bill. As no one had entered the building since Mary left, the bill was undoubtedly hers. But the postmistress didn't know Mary. Her face was familiar, but who was she? Ah! that was it! She had seen her picture! But where? Suddenly it came to her—in the *Review*! She turned to the copy on the shelf, opened it up to page eleven, and there beyond a doubt was the girl who had lost the five-dollar bill.

A few minutes' conversation on the telephone with Mary at the Bird Club settled the matter, and Mary and her money were soon happily reunited.

The moral?—Never refuse when the *Review* editor asks you to pose for a picture!

Noon Hour at the Main Mill. A session of the "Rotary" Club

IN RAG PILE AT SUNRISE— READY FOR ROOF AT SUNSET

HERE is a remarkable record that took place in our organization recently:

Twelve cars were held up at the Roofing Plant because the stock for making our Special Green Hex Shingles was depleted. Word of this shortage was received at the East Walpole Manufacturing Office at 9.30 a. m., and that office immediately telephoned Phillipsdale, ordering the felt made.

The rags were taken from the pile, put through the felt-making process, and the required amount of felt was made and ready to load on the truck at 11.30. The truck arrived at the Norwood Roofing Plant at 2.00 p. m. and was immediately put onto the Roofing Machines and converted into Special Green Hex Shingles. At 4.00 p. m. the shingles were finished and distributed into twelve different cars, and six of these cars were on their way to Providence before sunset for use the next day,—a remarkable record for all those men in both the Phillipsdale and the Norwood plants, including shippers, truck drivers and machine workers, who did their share in keeping things working smoothly in their particular departments.

Phillipsdale Places Third in Nation-Wide Safety Contest

ACCOMPANYING this article we are showing the certificate of merit won by the Phillipsdale Mill in the annual Paper Mill Safety Contest conducted by the National Safety Council and the magazine "The Paper Industry."

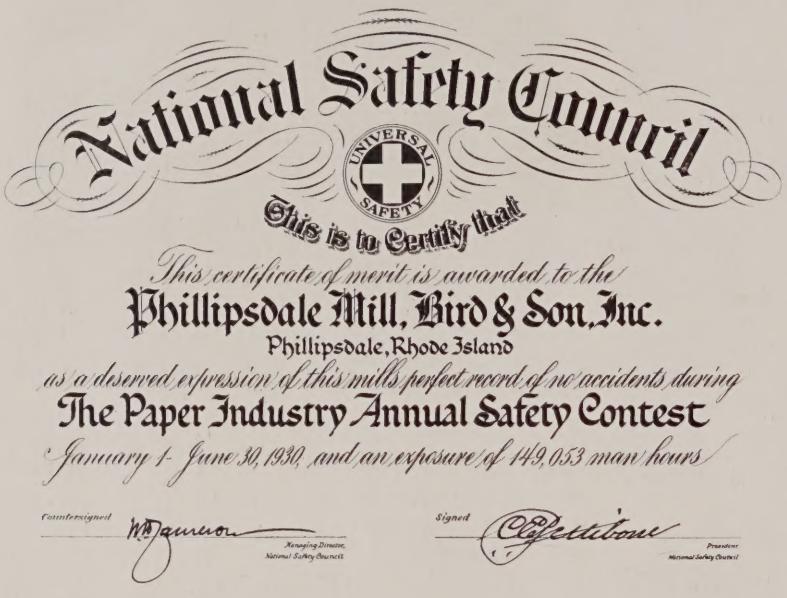
This contest started January 1 and ran through June 30th. One hundred and twenty-four mills entered. As in previous years they were divided into three groups: Group A—over 500 employees; Group B—200 to 500; Group C—up to 200 employees. Accordingly Phillipsdale entered Group C and the East Walpole Mills came under Group A.

At the expiration of the contest period Group winners were: Group A—The Badger-Globe Mill of the Kimberly Clark Co., Neenah, Wis.; Group B—The Crystal Tissue Co., Middletown, Ohio; Group C—The Port Huron Sulphite & Paper Co., Port Huron, Mich. Beautiful trophies were awarded to these companies.

Certificates of merit were awarded to mills standing in second and third places of Groups A and B. In class C it was found that nine mills (one was Phillipsdale) had passed the duration of the contest *without an accident*—and to these mills were also given certificates of merit. Final rank was determined by number of employees and hours worked. Thus Phillipsdale attained *third* place out in its group of 47 mills.

The East Walpole Mill with 4 accidents and 1045 days lost stood twentieth out of 36 mills entered in its respective group.

Phillipsdale thus wins great honor. To compete with the foremost mills in the country and come out so near the top is indeed a real accomplishment.


National Safety Council
UNIVERSAL SAFETY
This is to Certify that
This certificate of merit is awarded to the
Phillipsdale Mill, Bird & Son, Inc.
Phillipsdale, Rhode Island
as a deserved expression of this mills perfect record of no accidents during
The Paper Industry Annual Safety Contest
January 1- June 30, 1930, and an exposure of 149,053 man hours
Countersigned
Managing Director, National Safety Council
Signed
President National Safety Council

Certificate of Merit Awarded to the Phillipsdale Mill by the National Safety Council.

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during the month, and of those who complete twenty or more years' service during November:

			Years
Marshall Grant	11-10-1894	Power and Steam	36
A. E. Souther	11- 8-1900	Box Sales	30
Ernest Stather	11-18-1901	Box Shop	29
Eric Johnson	11-20-1903	Paper Mill	27
P. H. Bailey	11- 1-1904	Roofing Sales Manager	26
Timothy Reardon	11-12-1907	Maintenance	23
Lewis Walter	11- 5-1908	Box Shop	22
Alek Wilkish	11- 1-1920	Paper Mill	10
Welthea M. Smith	11- 1-1920	P Office	10
William P. Carr	11- 9-1925	Roofing Plant	5
Jesse B. King	11- 9-1925	Maintenance	5
Eleanor Morse	11-13-1925	Main Office	5
Alice Conley	11-16-1925	Main Office	5
Congetta Civale	11-17-1925	Main Office	5
Helen Curran	11-23-1925	Main Office	5
Richard Winn	11-30-1925	Flooring Sales	5
Harold Fuller	11-30-1925	Labor Bureau	5
PHILLIPSDALE			
William J. Livingston	11- 4-1910		20
Joseph B. Burnachuck	11- 4-1920		10
Antonio Farinha	11-12-1925		5
CHICAGO ROOFING			
Frances Johnson	11-18-1925		5

NEW CUSTOM BUILT SHINGLE

ANOTHER achievement in modern Roofing has just been made by Bird & Son—our new Custom Built Shingle.

This shingle is entirely different from any other manufactured roofing now being made, and has been developed after years of research in our own Research Laboratory and Mill. It is manufactured through an entirely new process with new and different machinery, and the result is a shingle that is distinctive in both appearance and quality.

All the advantages of both the flexible and the rigid types of shingles are combined in it. It is as strong and durable as slate, tile, or asbestos, and practically incombustible. Like asphalt shingles, it will not break off nor crack, because it is plastic, and this same quality of plasticity helps it conform to the roof on which it is laid, fitting tightly and securely. It is also, like other manufactured shingles, easy to handle and apply. And it has the exceptional feature found only in Bird Shingles—the thick butt.

Four colors are being made at the present time: Black, Silver Gray, Plain Green, and Red, and they make one of the most beautiful of all manufactured shingles. The colors are soft, without being dull, and rich without being flashy.

It is a shingle that is sure to find favor with the modern buyer who wants durability and beauty combined to the highest degree.

For Real Sport—Raise Goldfish!

IT seems that the latest hobby for real he-men at Bird & Son is the raising of goldfish. It is more than a hobby, in fact, it is an art, and the man who can successfully rear three or four, or even one or two, thoroughbred goldfish is to be classed with horse racers and trout fishermen—or at least one would think so from all appearances.

Reid Appleby started the craze, when he ushered two goldfish into the sacred precincts of the Bird Club last June. Since that time Reid has kept himself busy feeding the fishes, as it were, and once a week giving them a bath (or strictly speaking, changing their water, which we are given to understand is the equivalent of bathing, in fishdom).

In spite of a catastrophe early in the summer when the goldfish bowl broke, and a glass pickle jar had to be substituted, both fish lived healthy lives until the nineteenth day of October. On that day, at one p. m., following a hearty meal of whatever it is that they feed goldfish, the larger and older of the two goldfish passed peacefully away. Appropriate exercises for the deceased were held upon the return of Mr. Appleby, and goldfish Junior now leads a lonely, solitary life in his pickle jar.

Al Smith, of the Credit Union, and his wife, evidently hearing of Appleby's venture, started their aquarium early in October. They went in for it in a big way, not only buying goldfish, but

Camping on the Cape, taken by Helen E. Randall. (Second Prize Winner in Camping Scenes Group)

purchasing water plants and snails. Al claims he ordered only two snails, but three arrived in the mail the other day, and they had hardly got themselves moved in and settled in the goldfish bowl when mother snail presented the world with triplets. Now Al has six snails and only two goldfish, and he says he is beginning to wonder whether it's goldfish or snails he is raising.

It's a great sport, this goldfish raising, and we may have some other interesting notes to run on it later. Meanwhile, success to the goldfisheries of Bird & Son.

NOTICE

Because of lack of space, we are running this month four of the second prize pictures in the 1930 *Review* Contest, and will run the other four in a later issue. Two pictures appear on this page.

Loading Hay, Danville, Quebec, taken by Pauline Rafuse. (Second Prize Winner in Miscellaneous Group)

BIRD'S NEPONSET REVIEW

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In the Interests of the Company and Its Workers
For the Promotion of

Good Service Good Business
Good Will

MILLS: East Walpole and Norwood, Massachusetts; Phillipsdale, R. I.; Chicago, Ill.

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To business that we love
we rise betime,
And go to 't with delight.
—Shakespeare.

SAVE MONEY—KEEP WELL

WHEN work is slow and money scarce, one of the best assets a man can have is good health.

Sickness is an expensive business. It cuts down your mental and physical efficiency, and if it keeps you out of work repeatedly for days at a time, it cuts down your ability to earn as high a wage as if you were in full health. But worst of all, it eats up the weekly pay check and the savings in the bank. Doctors' bills, hospital bills and bills for specialists of one kind or another can mount up surprisingly fast in a very short time.

Guard against having to pay these bills which would be unnecessary if you were careful. Eat plenty of healthful food, but don't overeat; dress according to the weather, and not simply for style; watch your children and see that they too keep healthy.

And remember that you have at your plants hospital nurses and Benefit Doctors who will give you medical advice free of charge and do their best to keep you well. If you feel sick or know that your teeth or your eyes need attention, see a doctor at once. A few dollars spent now may save a hundred two months from now.

Save money by keeping well.

MUSCLE BOUND

By A. Schaeffer, Jr.

BEEF ain't health," McClusky used to tell his teams. "Many a guy who can swing a sledge ten hours a day is put to sleep for good by a bug you can only see through a microscope. Take it from me, the bird who looks like Hercules ain't necessarily healthy—he's just muscle-bound."

"Strength ain't no use without brains," was one of "Mac's" favorite remarks, and he had little use for the athlete who would not take care of himself when the season was over.

"Just think a minute," he would explain, "here you've all been training hard for several months. During that time you've accustomed yourselves to doing a lot of hard work every day, and stoking in a lot of food to provide the necessary energy. But now that the season's over, the necessity for building up all that strength is over too, so don't go on eating at the same rate you have been. If you do you'll get hog fat, and once you're in that condition it's a heck of a job to take it off again. That's the reason so many ex-champs puff up like balloons; no exercise and lots of good food put on the fat, and the fatter a guy gets the lazier he gets, and the lazier he gets the less he feels like exerting himself, and the result is that a 180 pound Apollo becomes a magician an' turns himself into a butter ball.

"So don't start loafing tomorrow. Keep on exercising for a month or so yet and taper off. Do a little less each time—every other day is enough—and watch your food a bit and you'll find that as you take less and less exercise you'll need less and less food. Get eight hours sleep a night, eat plenty of fresh vegetables and exercise regularly. That sounds simple, doesn't it? But you'd be surprised to know how many people agree that this is good advice—and then don't follow it.

"And think how many diseases it prevents. Tuberculosis, for example. There's a disease that kills more people between the ages of 18 and 45 than any other disease—the age you fellows are in now. And what do the tuberculosis associations advise to prevent it? You took the words out of my mouth—fresh air and sunshine, rest, good food, and regular exercise. And if the old chassis begins to squeak, don't spend a couple of weeks wondering what it might be, but hop into the buggy and go right over to the family doc and find out.

"Not even prexy can give you better advice than that, no matter how much you pay for it. There's only one other thing I can add—Christmas is coming and you'll be asked to buy this and contribute to that. Some of the things will be worthy and some won't. If you have a choice of only one though, don't forget to buy a wad of Christmas Seals. They're only a penny each, they're sold all over the United States, the money is used entirely for public health work.

"And now, a merry Christmas, enjoy a good holiday, and I'll be seeing all that's left of you next year."

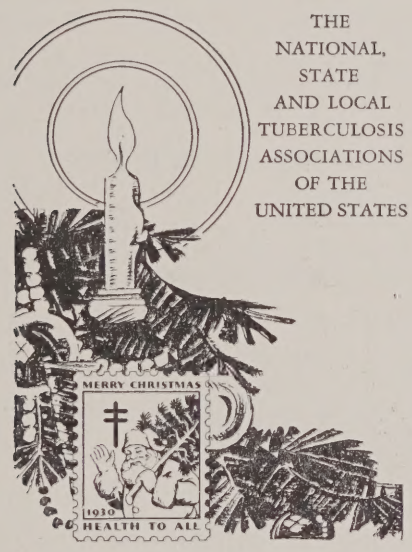
LIFE

is so pleasant

None of us want it interrupted by ill health. Yet tuberculosis does not consult its victims. Constant and persistent warfare must be waged against this enemy of health.

Every dollar you invest in Christmas Seals is spent for defense against tuberculosis. Protect the health of your community—your family—so that life may continue to be a joy.

FIGHT TUBERCULOSIS
with
CHRISTMAS SEALS



THE NATIONAL, STATE AND LOCAL TUBERCULOSIS ASSOCIATIONS OF THE UNITED STATES

LIBRARY NOTES

THE cessation of summer pastimes allows more time for reading, and, whether the choice be for books for self improvement or mere entertainment for the hour, "one ought to read just as inclination takes him, for what he reads as a task will do him little good." Our new books will be of interest to many.

"Franklin," by Bernard Fay. Within a few years the author has discovered some documents, largely letters, which throw new light on the life of Benjamin Franklin. They give a somewhat different insight into his religious and moral attitude, his political activities and domestic life.

"Down the Fairway," by Robert S. Jones—a short biography of his life and his achievements in golf, with a description of the methods which have made him so successful a player.

"Watching Europe Grow"—a travel history of Europe from Rome through Germany, France and Switzerland. By word pictures and illustrations Cornelia Stratton Parker makes the reader feel almost as if present in some of the world's great events.

"Costume Throughout the Ages" by Evans—a brief sketch of this fascinating story, showing how people of different ages and in different environment have satisfied their desires for adornment.

"The Silent Force"—Longstreth,—Scenes from the life of the Mounted Police in Canada.

"Salesmanship for the New Era"—Mears.

New Fiction:

Retreat	Benstead
Blood Royal	Mercer
Cardigan	Chambers
Mississippi	Burman
Touchstone	Williams
Blowing Clear	Lincoln
These Lords Descendants	Goddard
Shepherds in Sackcloth	Kaye-Smith
Candle in the Wilderness	Bacheller

At this season when housekeepers are renewing their furnishings, seeking suggestions for new arrangements of furniture and draperies, the magazine, "The American Home" offers a solution. This magazine features, as well as house plans, development of the garden, new ideas in cookery and other domestic affairs. The November issue has just come to the Library.

QUESTIONS AND ANSWERS

1. We have just reached the 500,000,000 mark in Shoe Cartons. How many tack boxes have we produced?
2. What is a combiner?
3. What is the exact length of the steam pipe line to the Roofing Plant?
4. What is the heat loss in carrying the steam through the pipes in this way?
5. Why are there 108 square feet of roofing in a single roll of roofing, designed to cover 100 square feet of roof?

Answers to these questions will be found on Page 13.

AIN'T IT GREAT?

Gee, ain't it great when ye know ye've done
  Good work f' the pay ye get?
When there's somethin' tellin' ye secret like—
  Each job is the best done yet?
A feelin' comes that ye can't explain,
  Yer happy's a man kin be;
An' nothin' could coax ye t' ever go back
  T' the feller ye used t' be.

When ye know yer doin' good work f' yer pay,
  There's no one kin give ye a dig;
An' instead o' jes doin' the things that are small
  Yer ready f' things that are big.
Yer tried an' yer trusted, an' no one complains
  T' the boss that you make him wait:
Yer a feller who's liked cuz yer doin' good work
  F' yer pay—an', GEE, ain't it great?

The Safety Pin.

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff *Sabina Costello* *Alice Fales*
Alice Clem *Gladys Noddin* *Beatrice Severance*
Ida Milesky *Eva Knoll* *John Andrews*
Elizabeth Lawson

We welcome as a new correspondent in Roofing Sales, C. E. Morse. He will fill the vacancy left by Austin F. Grant.

Austin Grant has taken over the Philadelphia territory formerly covered by G. M. Armstrong. The first day, we learn, he received two orders from one dealer: one was "Get Out!" and the other, "Stay Out!"

G. M. Armstrong has been transferred to the New York City territory formerly covered by Tom Benson.

Christopher and David, three-year-old twins of Charles Sumner Bird, Jr., inspecting the clock in East Walpole square, one bright September morning

Rogers (Chick) Weed put one over on us and got himself married during his vacation in September. His wife was formerly Miss Virginia Sheehan of Newton Centre.

A. M. Terhune, a former roofing salesman, is now Professor of English in Syracuse University.

Mr. W. E. Tylander, Treasurer of the East Coast Lumber and Supply Company of Fort Pierce, Florida, visited his son W. H. Tylander, southern correspondent, over the recent holiday.

Ordinarily, nothing short of an explosion would get most of the Bird Club boys out of their beds earlier than 7 A. M., but for the last few weeks some of the heaviest sleepers have been getting up regularly at 4 A. M.—the answer is duck and pheasant hunting. Mudgett and Bradley are the worst offenders, and lately, Wessell has joined the ranks. It's getting so nobody can sleep after 4 A. M. at the Club. So far, one lone duck has been the result of their efforts.

We extend congratulations to Mr. R. C. Floyd on the birth of a daughter, who arrived at the Faulkner Hospital, Saturday, October 18.

Al Smith of the Credit Union went for an airplane ride from the Westwood Airport not so long ago. We asked him if he flew over East Walpole, and he said he guessed so—that he was so high up that the town was only about the size of a postage stamp.

We hear that the gymnasium classes in Boston and Norwood are almost filled with girls from Bird & Son. Some are taking gym to reduce, some to gain, and some to keep that school girl complexion.

Eleanor Whitehead and Dagmar Peterson took a trip to Washington, D. C., over the holiday.

Ruth Milliken visited in Camden and South China, Maine.

Dorothy Hartig took in the Harvard-Army Game, much to the envy of the other members of the Stenographic Department.

We welcome Sophie Novick who has been transferred from the Laboratory to the Stenographic Department.

Ann Mahoney is spending her vacation in New York.

John Dolan and his wife recently enjoyed a pleasant holiday week-end in Montreal.

We wish to welcome John Puckey to the Flooring Sales Department. He is taking the place of Bill Miller.

W. J. Miller has left the office, and is now traveling in Georgia, on the territory formerly covered by P. E. Vrooman.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran *John F. Burke*
Herbert L. Badger *John H. Maguire*
Welthea Smith *Mary Driscoll*
Herman Nordstrom *John DeCosta*

Esther Olson spent the holiday at her home in Rockport.

Helvi Lehtonen and Norah O'Malley spent the holiday in New York.

Martin King is back from a wonderful summer spent in Galway, Ireland. We are glad to see him back and know that he had such a good time.

We were sorry to hear of the death of Charles H. Grover's son, who died on October 19, after an illness of more than a week.

Phillipsdale, R. I., Mill

Rexford H. Salisbury *John H. Nolan*
David S. Lowry *Leslie E. Howard*

Helge Holter has become quite a glider enthusiast having joined the Rhode Island Glider Club and taken several solo flights.

Patrick Clarkin announces the birth of a son on September 29.

Manuel Perry's Elcar is now adorned with a large red plate signifying that he belongs to the Seekonk Fire Department. We understand that this plate gives him permission to exceed the speed limit in case he is going down hill.

Michael Costello's daughter, Barbara, accompanied him on a visit to the mill recently.

Herb Black has at last put one over on the winder crew. Manuel Oliver, who has been selling tickets to his Thanksgiving Eve dance, was promised by Hall and Andrew that if he could sell Black a ticket they would buy two and six, respectively. Whether Black knew this or not we do not know but the fact remains that he did buy a ticket and now Hall and Andrew are well supplied.

Jim Boisvert and Tony Nanni came across a huge striped adder while looking over the wood pile. Jim ran for the carpenter shop but Tony stood his ground and killed the snake. Stories of the snake's size differ somewhat. Jim tells us that it was at least 6 feet long but Johnny Nolan claims it was just under 24 inches.

The bowling season is here again and Rex Salisbury, Tixy Billings, and Henry Phelps are telling us all the wonderful scores they are getting. These three, with Johnny Nolan and Les Howard, are to roll a team from the wire works in Pawtucket soon.

Tom Wynne has let it be known that he is quite a star at minature golf. Joe McBride is also distinguishing himself.

Walter Gill was recently made a present of a Ford sedan, the only trouble being that on receipt of it it was all there except the tires and the motor. Walter had to spend all one day taking it to the dump.

Ed Medbury and Everett Macomber went fishing recently and got forty-six fish. This helps to make up for the time

wasted the other 99 times when they didn't catch any.

Buck Manchester left home in a hurry one morning recently and picked up a bag which he thought contained his lunch. At noon, when he opened it, he found it contained about eight raw potatoes. Buck is going to look the bag over next time.

Harold Hey is picking up stray dogs now. He recently found one in the mill and took it home. He claims it is a legal adoption and its name is "Puddles."

Herb Chamberlain, we understand, keeps such late hours now that he nearly ran over a large owl in the early morning last week. Probably the owls are beginning to know Herb.

We often wondered why Bus Richardson always keeps four or five automobiles registered but this week the boys found the reason. When Bus gets stuck with one car he just calls up Ed Medbury who comes to the rescue with another.

Walter Gill and Tony Oliver are great fight fans. At present they are following the new Portuguese champion. Every time they see him they think they are being buffaloed but they still continue. At the last fight Walter lost his pocketbook and was one of the ten or fifteen who tried to identify it.

BOX FACTORIES

East Walpole, Mass.

No. 1 Box Shop

Edward Gronroos *Charles H. Mutch* *Ralph Watson*
Herbert Lewis *Ralph Farris*

Bob Morse celebrated the holiday by driving over the Mohawk Trail.

There was some kind of a celebration going on at the home of Wilmer Wiggin one night recently, and rumor has it that Wig was observing his 54th birthday.

George Harland has bought a new car, and may be seen every Tuesday and Friday evenings, "rolling along, singing a song, side by side with"—?

Ken Towle now has that woe-begone look, so familiar to all the tribe of Benedicts.

Joe Keefe was caught sneaking in the house in the wee small hours one morning recently. Now, where could he have been?

Marshall Lee does not think so much of Harvard since the Army game. We wonder why.

Steve Reardon is the proud grandfather of a baby boy christened one recent Sunday at Steve's home.

It is rumored that Alice Giampetro is about to enter upon a matrimonial venture.

The Legion boys at the Box Shop reported an extremely joyous course of events at the parade in Boston. Those who attended were Antonio Unaly, Francis Donlon, Bernard Mann, Philias LaLiberty, and Samuel Franzes.

Bowling is gaining favor among the girls of the Box Shop at the Women's Alleys in Norwood.

Several members of the Box Shop were seen at the Auction Sale at Howe's Jewelry Store, and left with bargains—in rings, we suppose.

Jack O'Donnell has entered the dry goods business,—overcoats for sale—cheap.

Helen Glebus is to move into the uplands of Walpole, into the section commonly known as the "Bush".

Al Kendall has returned from his vacation and reports a fine time. He spent most of his time polishing *part* of the old Hup.

Claude Smith is sporting a new Dodge Coupe.

Arthur Colburn spent his vacation at Gun Point, Maine.

Sam Hunter refused an invitation to spend the week-end of October 12 with Herbert Lewis in Plymouth, New Hampshire, because he feared to ride in the ancient Chevy. Earle Boyden accepted and reports having a fine time and a *pleasant and comfortable* ride.

Gabriel Kahanowskas has returned from a long visit at his old home in Lithuania.

Court is held in the evening in some parts of New Hampshire. If you don't believe it ask Phil LaLiberty—he knows.

Al Kendall is looking for more bargains in wood—cut for the stove.

Mr. and Mrs. Vincent D'Espinosa welcomed their fifth little heir, recently.

Orville Spinks has left the employ of Bird & Son.

Who is our own "bubble eyes"?

Several members of the upper Box Shop had to be convinced that a motor car will not run without gas, not even the Plymouth or the Studebaker.

Marshall Lee and James Brown attended the Harvard-Army game.

No. 2 Box Shop

Edward Scanlon *Christine Sherer*
Catherine Brady *Anna Duffy*

We extend our sympathy to Ethel Havey whose brother died recently.

Frank Meyer has given up his weekly trips to Falmouth Heights now. Sea breezes are a little too breezy this time of year.

Charlotte Barbara Oakes, daughter of Ernest Oakes, the baseball star of the Cartridge Cutting Department. Charlotte is seven months old and says that even if she doesn't join a Women's Baseball Club, she hopes to be a tennis champion before long

We saw a new car in the Eisenhauer family the other day and what looked like Frank behind the wheel. It turned out to be his twin brother, however. Two cars in one season would be too much of a good thing, even for a man of wealth and leisure like Frank.

Victor Taggart is the proud father of a baby son, but is having a hard time trying to decide on a name. We are sorry we can't help you, Victor.

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Ralph Kolseth *Charles Savage* *Charles Watson*
John White *Edward Hiller*

Late vacationists at the Roofing Mill include: Paul Sansone, John Hurley, Billy Sebel, John Sheehan, George Smith, Nelson Bartlett and William Murphy.

Frank Lacivita has gone into the trapping business. Look out for the pretty kitties, Frank.

Salvatore Purpura is recuperating from a recent illness. We hope to see you back soon, Savatore.

Sabino Perniola is back to work after a recent illness.

Mike Sylvester is back on his old job of back tender helper on No. 1 Machine.

John Folan has been transferred from No. 2 Box Shop Shipping to No. 5 Roofing Machine.

We are sorry to report the death of Hubert Smith, formerly of Roofing Shipping.

Ed Lincoln is back on his inspection job once more.

C. D. Savage spent the week-end at his old home in Vermont.

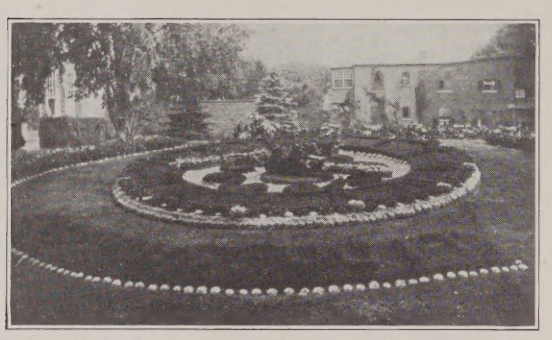
Alden Boothby was a visitor at the Plant last month.

Raymond Call and Mrs. Call dined at the Weber Duck Inn recently, in celebration of Mrs. Call's birthday.

The test roofs in the mill yard have been blending beautifully the last few weeks with the many colored leaves in the woods nearby.

John Mattson is preparing for a vigorous hunting season.

Ed Wenstrom has purchased a shot gun and expects to spend much of his time in the woods through the hunting season.



Moving Clock, Westmount Park, Montreal. Taken by M. E. Stone. (Second Prize Winner in Still Life Group.)

Vincent DeLaiarro fought in the boxing tournament at Mechanics Building. His brother Paul, who works on No. 1 Machine, is his manager.

John Conroy is in the wholesale apple business.

Warren Manson is now driving a new style Stanley Steamer.

Stanley Phillips was recently martyred on the alter of football. In a game with Norwood, he suffered a dislocated knee and many bruises about the face.

Folks thought that Milton Beasley had a new Pontiac, but he reports only a new polish job. It's sort of like, "New car, Old Top?" "No, New top, old car."

Warren Kumblad has turned Civil Engineer, surveying the narrow lanes on the outskirts of East Walpole during noon hours.

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell F. Lydon*

Archie McKee, one of our Michigan dealers, sent a bushel of Mackintosh Red apples to the Chicago office which were certainly appreciated.

Mr. Hird invited all of the mill foremen and safety committee members to be his guests at the Chicago Safety Council dinner at the Sherman Hotel on Wednesday, October 8. This was in recognition of the fact that the Chicago Mill, on September 9th, completed a full year without a lost time accident.

Miss Moore, of the Sales Department, won one of the vacation picture prizes offered by the Neponset *Review*.

"Duke" Perrizo spent two days in Milwaukee attending the annual convention of the Direct Mail Advertising Association.

Hear Ye! Hear Ye! Tony Ecklund's Art Gallery is now open for the season. Don't crowd boys.

The Bridge Season got off to a good start with the first cold weather, and while everyone was reluctant to quit the horse shoe courts, this indoor sport is going to keep the boys amused for a while.

Miss Agnes Conmey, of our Credit Department, became the bride of Mr. Edward Binder at 5 o'clock, Saturday, October 18. The ceremony was witnessed by all of the girls from the office.

On Friday, October 3, a shower and luncheon was held in the company restaurant and Miss Conmey was presented with many useful gifts. A beautiful floor lamp was presented to her by the office employees. We wish them all the happiness in the world.

The Disabled American Veterans of the World War were benefited, on their annual tag day this year, by the services of the Bird Office Girls. Such charm could not be resisted, of course, and many men found this duty a great pleasure.

Bill Wilson made such a good jurist that the judge decided to keep him for three weeks instead of the customary two. Life's little problems will be quite simple now with Bill here to advise us.

FLOORING PLANT AND OFFICE

Norwood, Mass., Plant

Lloyd Smith *James Hanley* *Lester Evans*
Tom Rogers *Lawrence Gammell* *Leo Haggarty*

Joseph LeBlanc enjoyed two weeks' vacation at Cape Breton, Nova Scotia.

Axel Hertzberg has just finished the roof on a garage he started to build three years ago. Friends are wondering now if old age will overtake him before the job is completed.

John Eppich has been transferred from the Paint Mixing to the Rug Border Department.

Howard Johnson is spending most of his time at the bowling alleys getting ready for the league games.

Antonio Antonelli spent a week's vacation in South Norwood.

CHICAGO OFFICE

G. B. Blackmore *V. D. Szukalla*

The first Bridge party of the fall season went off with a bang! Lillian Moe and Gladys Davis were hostesses. We certainly enjoyed Lillian's cake and, speaking of dainties, we all think Gladys must have stayed up all night to make three dozen rosettes—they surely were good, Glad!

Whoopee! Lillian Moe has finally given us the opportunity to taste some of her delicious fudge. Ida Mitchell also proved her skill in making fudge, and we have come to the conclusion that they are tied for first place. (Perhaps, Ida and Lillian, if you bring us another generous sample we can decide which is the better of the two.)

Everything seems to be rapidly changing in the Chicago office. Bill Dunn was sent down South to travel with Mr. Knapp, while Val Coerver is doing Bill's work. Peggy Frey, who has been with us for three years, has left to take up household duties. We all wish her the best of luck and regret her leaving. Peg was liked by everyone.

We are pleased to welcome Alice Wood into the Bird family. She is taking Peggy's place in the Billing Department.

Rita Dignan, our snappy little switchboard operator, leaves us to travel to California for the winter. We're going to miss you, Rita!

More and more changes! Why you wouldn't recognize the Butler Bros. Building lobby now. We have an up-to-date lunch counter with excellent service and food, so don't be alarmed when you come prancing in to visit us and see the great improvement.

And still more changes—Val Coerver, Jimmy Campbell and Cliff Hodes have moved from the Oak Park Y. M. C. A. into a small apartment, and from all reports the trio is managing very well. Jimmy says there's nothing like eating home cooked meals and we are afraid that Val will spend the greater part of his time satisfying Cliff and Jimmy's appetites. The trio had a small shower and were presented with two rubber aprons and a jar of jelly. They say "All donations thankfully received," so that's a hint, girls.

We welcome Clark Garrison into the Bird organization. He is now in training at the mill.

We want to apologize to Mr. Jakel of Milwaukee, Wisconsin, who called our attention to an error in last month's *Rev.ew.* It was stated that the checker board display floating in the water was from a Chicago newspaper whereas it was taken from the Milwaukee Journal. Thanks, Mr. Jakel for your interest and we will surely give Milwaukee and yourself the credit due you.

Things seem to be popping for Gene Moore at East Walpole —he has been very busy in sports and too modest to give himself credit. We are glad to hear from you, Gene. Your miscellaneous duties at the mill will surely be of great advantage when you go out to sell the Bird line. We hear you are to be commended on your baseball talent—also golf and bridge seem to be right in line. Keep up the good work! A little pleasure mixed with business is a good combination.

What a shock we all received one day when all of a sudden Sadye Doughty grew up—and how! The sophisticated hair comb was too much for Harley Lageschult and he was curious to know how Sadye acquired so much hair. Well, he found out—you know the rest!

The baseball season is now over and we all had some of the candy that was passed around at Bert Hindmarsh's expense. He had a bet with Sadye on the city series. Well, Bert, better luck next time.

We aren't bragging about our products but Mr. Tyson visited C. E. Rosenbury at Bay City, Michigan, and was proud to find that Rosenbury had a Neponset rug pattern 632 on the department floor since January 20, 1922. Just think! Eight years for printed floor covering is quite a record. We feel sure there are a good many dealers who can boast of the long life of their Bird rugs and floor coverings, and if so, we would like to hear from them.

WITH THE SOCCER TEAM

BIRD & SON'S Soccer Team has played four games in the Boston and District League, since our last report to the *Review*. The result of these games, all of which we won, put us in a three-cornered tie for first place in the League.

The Beacon A. C. was defeated at Walpole by 2 goals to 1; Clan MacLeod, also at Walpole was set back, 3 to 0; the Needham Town team, playing at Walpole was buried to the tune of 5 to 0; and the Norwegian A. A.'s, 1929–30 Champions, were defeated on their own ground at North Brighton, 4 to 2.

This makes a total of 15 goals scored by Bird & Son during the season, and only 5 goals scored against us.

The teams tied for first place are Bird & Son, Dorchester Waverleys, and Clan MacGregor.

Players of the season include: Captain Jack Smith, Harry Benson, Harry, "Bert" and Sidney Sansom, Walter McKenna, Sam May, James Schooler, John Mullin, James Brown, James Leiper, George Bullock, George Schofield, and George French.

Goal scorers to date are: Schooler, 5; Benson, 4; McKenna, 3; Leiper, 2; and Brown, 1.

Answers To Questions On Page 9

1. We began the manufacture of tack boxes in 1880, and since that time have manufactured approximately one billion and a half of them.

2. Generally speaking, a combiner (in our mills) is a machine which combines two or more sheets of paper, to make a strong card or box board. There is the solid fibre machine and the corrugated combiner at No. 1 Box Shop; the Shoe Carton Combiner at No. 2 Box Shop; and the Combiner for the index board at the Finishing Mill.

3. From boiler room to boiler room the steam line measures 4550 feet, or nearly one mile.

4. The heat loss varies according to the weather, and other conditions, but it averages between $2\frac{1}{2}$ and 3 percent.

5. The extra 8 square feet allow for the two-inch lap over which is made when one strip is laid alongside another. Just as shingles have to overlap, so roll roofing has to overlap on the edges to give complete protection.

The college professor and his wife were entertaining at dinner. Suddenly a child's voice was heard from the floor above:

"Mother!"

"What is it, Archie?" she asked.

"There's only clean towels in the bathroom. Shall I start one?"—Fyr-Fyter.

Tossing the Coin, taken by Arthur Mc Kenna. (Second Prize Winner for Pictures of Groups)

GIRLS' TENNIS CLUB

THE Girls' Tennis Club ended another successful season with a very enjoyable banquet held in the Egyptian Room of the Hotel Brunswick on Saturday, the 18th of October.

There were twenty-one girls present, and during the course of the evening Louise Percy presented the three winners of Groups A, B and C in the Tennis Tournament with trophies.

The three prize winners in the Girls' Tennis Tournament: Congetta Civale, Winner of Group C, Julia Lewis, Winner Group A, and Genevieve Pare, Winner Group B

Julia Lewis, winner of Group A, was presented with a beautiful silver bowl, inscribed with her name, and an accompanying silver tray, which Mr. Bird very kindly donated. The bowl will be kept on display, and inscribed from year to year with the names of winners of coming tournaments. The tray will be kept by Miss Lewis.

Genevieve Pare and Congetta Civale, winners of Groups B and C respectively, were presented with silver cups.

After dinner the girls attended different shows in groups, and all voted it an enjoyable evening.

Visitors At Our Plants During October

East Walpole and Norwood Plants

Messrs. Ernest Terrio, Joseph Argino and John Hickman, of Ben Elfman Company, Boston, Mass.

Mr. Birkling of Wisconsin—a roofing jobber, here to attend the Legion Convention.

Mr. M. J. Baker, General Supt., Mr. Sheldon, Treas., and Mr. M. Raymond, Missisquoi Corp., Sheldon Springs, Vt.

Mr. R. G. MacDonald, Secretary of the Technical Association of the Pulp and Paper Industry, New York City.

Messrs. Harry K. Miller, C. Z. Light, Roy B. Brighthill, William Behrens, of Hammelstown, Pa.

Mr. Maurice Goldberg, Tarrytown, N. Y.

Mr. Harold Taylor of the Paper Board Industries, Chicago, Illinois.

Mr. H. Hays Mirkil, Vice-President Dienelt and Eisenhardt, Philadelphia, Pennsylvania.

Chicago Roofing Plant

Mr. Jim Burton, Burton Roofing Co., El Paso, Texas.

Mr. Frank Young, Logansport Roofing Supply Co., Logansport, Ind.

BOWLING

BOWLING has started for the 1930–31 season, and on Monday and Tuesday nights of the week of October 20th, the first matches of the season were rolled off.

Two Leagues have been formed again this year, with eight teams in League A and seven in League B. Each team will meet every other team once during the season, and at the finish the winners in each league will play off for the Championship.

Teams and Captains in League A are as follows: Rug Finishing, William Pratt; Finishing Mill, Fred Jonah; Roofing Machines, Teodore Michienzie; Flooring Finish, Howard Johnson; No. 2 Box Shop, Guy Hoyt; No. 1 Box Shop, Howard White; Roofing Electricians, John Pratt; and Box Shop Shipping, Ralph Farris. In League B they are: Electricians, Frank Whitehead; Maintenance, George Wallace; Paper Machines, Herman Nordstrom; Credit, Henri Davenport; Accounting, Edgar Tarr; Roofing Shipping, Richard Stoddard, and Flooring Machines, Nelson Phillips.

One match each night is being bowled at Dine's Alleys in East Walpole, the others at the Recreation Alleys in South Norwood.

Matches at The Recreation Alleys during November are as follows:

November 3, FBV vs. EMM, FFR vs. DF.

November 4, FBE vs. FX2, FBP vs. FXV, and FX1 vs. DMP.

November 17, FFR vs. FFF, FBP vs. EMM.

November 18, FXV vs. A, DMP vs. FBV, and R vs. EME.

November 24, DF vs. R, FBP vs. FX1.

November 25, FX2 vs. FFF, A vs. EMM, FFP vs. FBV.

Matches at Dine's will be:

November 3, R vs. A; 4, EME vs. FFP; 17, DF vs. FX1; 18, FBE vs. FFP; 24, FFR vs. EME; 25, FXV vs. DMP.

FORGET IT

IF you see a tall fellow ahead of a crowd,
A leader of men, marching fearless and proud,
And you know of a tale whose mere telling aloud,
Would cause his proud head to be mournfully bowed,
It's a pretty good plan to forget it.

If you know of a skeleton hidden away
In a closet, and guarded, and kept from the day
In the dark, and whose showing, would suddenly display
Would cause grief and sorrow and life-long dismay,
It's a pretty good plan to forget it.

If you know of a thing that will darken the joy
Of a man or woman, a girl or a boy,
That will wipe out a smile, or the least way annoy,
Or lightness of heart and good spirits destroy,
It's a pretty good plan to forget it.

Mohawk Courier.

THE "RALPH" BIRD

Here's another rare bird in our Aviary—
(We almost said "Our zoo.")
And that you may know just who he is,
We'll describe him now to you.

This bird is by no means skinny—
In fact, he's rather fat,
Although he's always on the jump,
And he seldom wears a hat.

The golfing bug has bitten him
So severely that he's seen
In all his leisure moments
Upon the Walpole green.

His college is the U. of M.;
The "Stein Song" his battle cry.
(We cast no aspersions upon his habits:
For all we know he may be a "Dry.")

He thinks the Chrysler's the best of cars,
And drives at a rapid pace.
He's an all-round jolly good fellow,
As you know by a look at his face.

You'll find this bird at the paper mill
From early morn till night.
Ralph Wilkins is his name in full.
We hope you guessed it right.

—The Mocking Birds.

THE MESSENGERS

All glory to the messengers
Whose work is never done
From morn' 'till night they're busy
But they're cheerful, every one.

Arriving first in the morning
Their work begins with the mail.
This has to be done quite promptly
Or else the people will rail.

And then one goes to the top floor
To the files another one goes
The other two stay in the mail room
Answer buzzers—make trips—who knows

And often during the long day
You may see them making their trips
They try to be on time, you know
And not make too many "slips."

At five when others are leaving
In the mail room they congregate
Sealing, weighing and sorting to stamp
The mail so it won't be late.

We're very fond of our messengers
Doris & Gladys & Dot
Frank, Jack & Mickey as well
With Miss Duncan helping a lot

We enjoy you in our daily work
With you we have lots of fun
We want you all to be our friends
For many years to come.

The VN-ers.

ACKNOWLEDGMENTS

I wish to thank my friends at Bird & Son, inc. for the beautiful floral piece received during my recent bereavement.

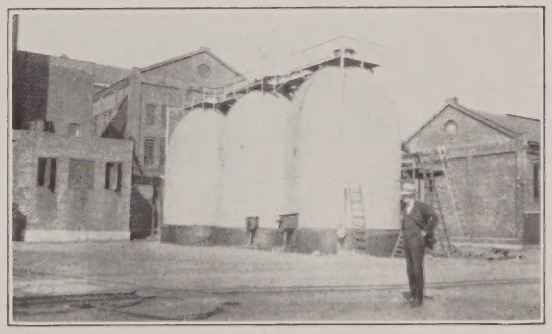
Ethel M. Havey.

We wish to thank Bird & Son, inc. and our many friends at the plants for the beautiful flowers sent to us during our recent bereavement.

Mr. and Mrs. C. H. Grover.

I wish to thank my friends at Bird & Son for their kind expressions of sympathy in my recent bereavement.

Wilma C. Reardon



B. Ivar Humble, chemist from Sweden who spent the summer of 1929 at Bird & Son studying our mill, is now Superintendent of the Sulphite Division of the Hylte Bruks Company, of Hyltebruk, Sweden. This picture shows him standing in front of the sulphite tanks at the mill. It was taken by Mrs. Axel Anderson during her trip through Sweden this past summer

HOW NOT TO LIVE LONGER

"THERE is considerable available advice on how to live longer," says a leaflet issued by the George Washington Life Insurance Company, "but very little on how to die sooner. We feel that the time is opportune to present some simple, specific advice and instruction for those who really do care. We can guarantee that any person following these rules will be in his grave from ten to twenty years earlier than he would otherwise be."

Instructions are presented in these rules:

Avoid all possible contact with fresh air. Stay indoors in rooms with all windows closed and overheated. Sleep in rooms without any ventilation.

Heat your garage on cold mornings by running your automobile engine for an hour or two.

Make every effort to increase your abdominal girth beyond all normal measurements. Stuff yourself at all times, eating lots of sugar and several pounds of meat daily.

Take no exercise. Ride to and from your work. Don't ever cut the grass or clean off the snow.

Never take a vacation. And burn your candle at both ends, particularly when tired. (Fatigue furnishes a fertile field for tuberculosis.)

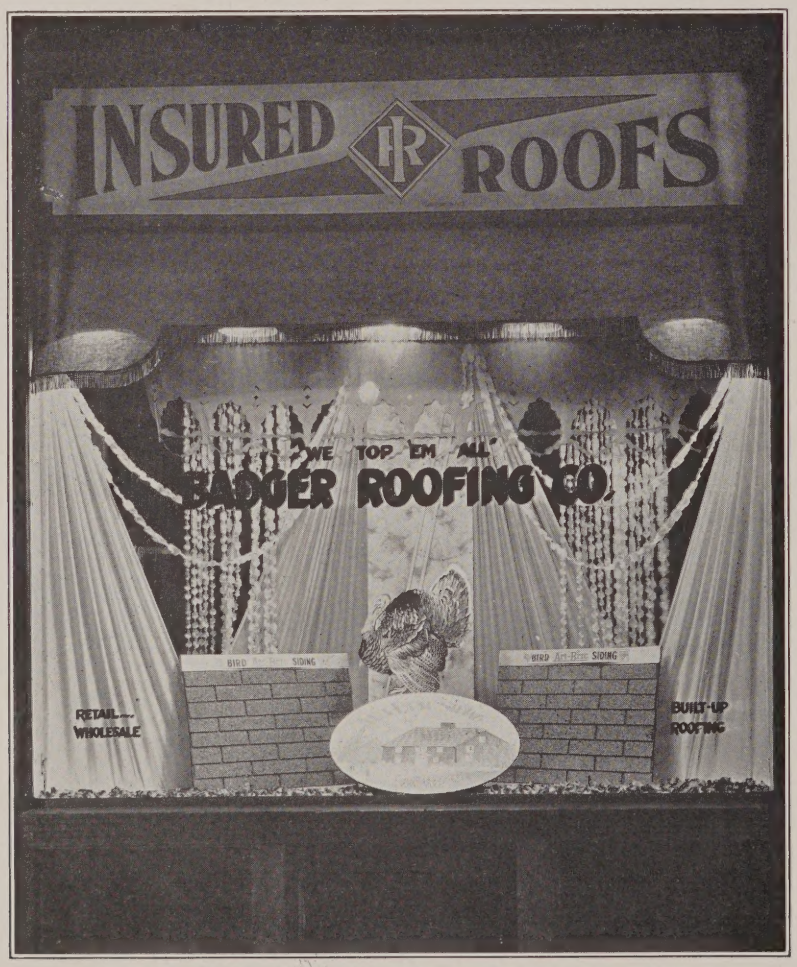
Always worry from morning until night—learn to enjoy it. If possible, stay awake to worry over things during the night.

By all means, keep constipated. Drink no water at any time, and eat no fruit.

Should your tonsils be bad or your gums have pus, be glad and do nothing about it for these are forerunners of rheumatism, heart trouble and Bright's disease.

After age forty pay no attention to lumps that may suddenly appear and persist, or any other signs of cancer, for with prompt attention and care cancer can generally be checked or cured.

If any one should tell you that you should have a health examination every year and visit your dentist regularly, tell him that you do not believe in such stuff. Tell him you want to be uncomfortable, inefficient, and short lived.



A window display recently shown by the Badger Roofing Company of Racine, Wisconsin

BIRD PRODUCTS

Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt — American Twins Thick Butt — NEPONSET Double Twins
American Double Twins — Hex-Twins — Lock-Butt — Individuals
Super Twins (Thick Butt) — Giant Individuals

BIRD Roll Roofing

Paroid — Art-Craft — Shingle Design — Slate Surfaced
American Ready — Old Reliable — Universal

BIRD Building Papers

NEPONSET Black — Saturated and Coated — American — Economy
Refrigerator Insulating — Paper Mulch

BIRD Wall Board

NEPONSET Board, Cream White — American Board

BIRD Specialties

Asphalt Felt — Paroid Built-up Roof — BIRD Deadening Felt
Plastic Cement — Roof Coating
BIRD Insulating Board — Art-Bric Siding

Flooring Division

BIRD Rugs — BIRD Floor Coverings — BIRD Tile Flooring
BIRD Rug Border — BIRD Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases — BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots — Tack and Screw Boxes
Flower Pot Covers

Special Paper Division

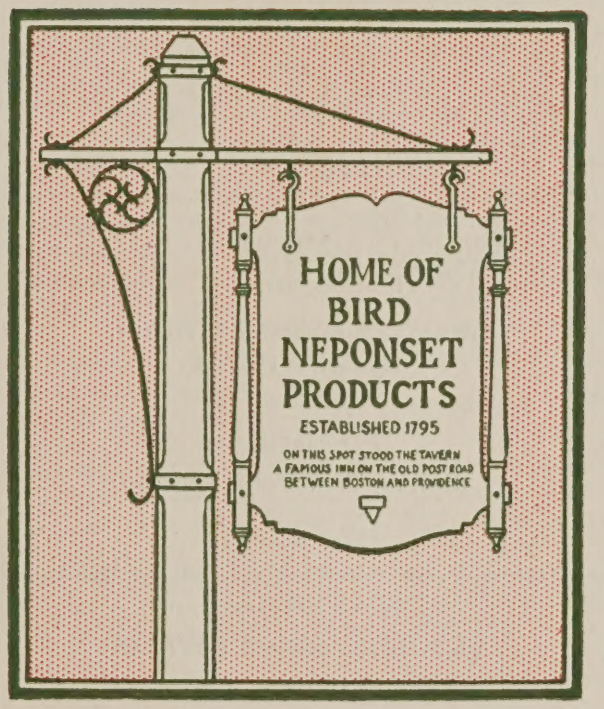
Standard Pressboard — Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes

BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

{List of Bird Products on Inside Back Cover}

BIRD'S Neponset REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole, Mass.



HOLIDAY NUMBER

DECEMBER 1930 JANUARY 1931

Established 1795

BIRD & SON

(incorporated)

East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.
Phillipsdale, R I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

Officers

President, Philip R. Allen
Vice-President, George R. Wyman
Vice-President, Elmer H. Bartlett
Sec. and Treas., Axel H. Anderson

Directors

Philip R. Allen
Axel H. Anderson
Elmer H. Bartlett
Charles S. Bird, Jr.
George D. Dutton
George C. Lee
John R. Macomber
Howland Twombly
George R. Wyman

SALES

Paper Sales Division
Vice-Pres. and Mgr.
E. H. Bartlett

Roofing Sales Division
Manager, P. H. Bailey
Eastern Mgr., W. E. Hale
Southern Mgr., A. D. Kilham

Box Sales Division
Manager, C. H. Andrews

EXECUTIVE

Asst. to Pres., R. C. Floyd
Treasurer and Comptroller,
A. H. Anderson
Asst. Treas. and Credits, D. E. Merrill
Asst. Treas., H. E. Davenport
Purchasing and Traffic, A. H. Russell
Assistant, M. J. Hawkins
Labor Bureau Manager, B. D. Rogers

Research
Director of Research, G. R. Wyman
Assistant, E. M. Lines
Chief Paper Div., E. L. Connolly
Chief Flooring Div., J. E. Graham
Chief Box Div., J. B. Maguire

MANUFACTURING

Vice-Pres. and Mfg. Mgr., G. R. Wyman
Asst. Mfg. Mgr., S. B. Montgomery
Plant Engineer, C. W. Conrad
Staff Engineer, B. H. Roberts
Supt. Planning Div., P. N. Hills
Acting Supt. Paper Div., R. M. Wilkins
Supt. Felt Div., T. G. Henderson
Supt. Flooring Div., R. M. Wight
Supt. Norwood Rfg. Div., E. L. Chamberlain
Supt. No. 1 Box Factory, R. L. Tupper
Supt. No. 2 Box Factory, W. S. Jackson

WESTERN ROOFING DIVISION

Manager, F. H. Hird

Sales Manager, W. W. Wilson
Superintendent, J. G. Young

Branch Offices

Boston, New York, Chicago

Warehouses

East Walpole, Mass., Norwood, Mass., Chicago, Brockton, Mass.

FLOORING SALES DIVISION

Bird and Son Sales Corporation

President P. R. Allen
Vice-President and Sales Manager, H. E. Sawyer, Jr.
Sec. and Treas., A. H. Anderson
Eastern Mgr., W. B. Rogers, Jr.
Western Mgr. R. W. Westcott

Branch Offices

Boston, New York, Chicago

Warehouses

Atlanta, Baltimore, Birmingham, Brooklyn, Camden, Chicago, Cincinnati, Cleveland, Dallas, Davenport, Denver, Detroit, East Walpole, Grand Rapids, Houston, Indianapolis, Kansas City, Los Angeles, Memphis, Milwaukee, New Orleans, Oklahoma City, Pittsburgh, Portland, Oregon, Richmond, San Francisco, St. Louis, St. Paul, Seattle, Sioux City

BIRD'S NEPONSET REVIEW

Vol. XIX *December 1930 — January 1931* No. 1

OUR PRESIDENT'S MESSAGE

Courage and Hard Work Needed in 1931

MY message last year in the *Neponset Review* began with these words:

"It is never safe to prophesy, but I am going to take the risk. In my judgment the recent trouble in the stock market is going to help business. Perhaps not this month, or next month, but over the year 1930, we are going to have good business.

"Why do I think so? Because we are going to get back to sound fundamentals. Because it takes a jolt like this to teach some people that a hard, round dollar has behind it sweat and work; that 2 plus 2 makes 4 and not 5, and that trouble always comes when you go against the eternal law of supply and demand."

I was wrong; 1930 cannot be called a year of good business. The mistake was in being too optimistic as to the duration of the period of adjustment.

The year started out rather well in our own business and even until this Fall, we were fairly normal in most departments. Then we began to feel the effects of what is now known to be a world-wide depression, due largely to the over-production, or, as some say, the under-consumption of most commodities.

With the curtailment in production which has now been going on for many months, a balance must soon be struck between supply and demand and business will get back to normal. This is no time to be pessimistic no matter how disturbing present conditions are. We may not be able to forecast the date when the turn will come. But come it will, and when it does, perhaps we shall all have learned something from the experience, which will make these disturbances in business cycles occur less often and be less severe and drastic.

The best minds of the country are working to help solve the problems which this emergency brings. One of the finest things that shows up in a time like this is the spirit of helpfulness which stirs the man who has a job to help the other fellow who, through circumstances outside of his own control, is temporarily out of one. There is coming in, more and more, a realization that work, or rather a chance to work, is the one big necessary thing for the happiness of an individual and the family. What a travesty it will be if, in this country so bountifully endowed with natural resources and wealth, our mental resources fail to work out a plan for more steady and more continuous work.

But what about our own business? Generally speaking, we have been fortunate to run as well as we have during this general period of depression under the extreme competitive conditions.

Great credit goes to all departments and individuals who have given their best to their own particular task. The old fighting spirit of this organization is still going strong, and we plan to spend next year more for research and sales development than ever.

We are working as we never worked before to get business in order to give as many days work, as evenly divided among all, as possible. Just as far as it is safe business to do it, we are filling our warehouses with finished goods. We are doing all necessary up-keep, repairs, painting and cleaning work so that our plants will be kept in the best condition and the largest amount of work given to our own people. We are working all the time to reduce the costs of production and be in a position to meet our strongest competition. We are maintaining our normal force. We are not reducing wages and furthermore no wage reduction will take place except as a very last resort.

This country has been through many other periods such as we are now experiencing. The clouds of depression may seem now pretty dark but as often happens after the blackest storm, the sun more quickly bursts through. So, perhaps before we know it, business will get back into balance. Whatever doubts anybody may have about the future, there is one good rule of action. If everyone of us who has a job keeps everlastingly at it and, with courage, goes ahead as usual, in sane living and straight thinking, we will all do our little part in helping make more work for others in the quickest way and thus helping make the world a happier place in which to live.

My Best Wishes for the Christmas Season and New Year to all.

Philip R. Allen

BIRD BUSINESS BUILDERS FOR 1931

New and Profitable Items for Bird Dealers

TO the dealer who sells only a single line of Bird Products, like Roofing or Floor Covering, or to the worker who sees only the one article which his department manufactures, it is often a matter of surprise to learn of the large number of widely different products manufactured by Bird & Son, inc.

Kennedy's Men's Store in Providence, R. I. at Westminster and Dorrance Streets. The recently completed Bird Solid Tile Floor makes the store one of the most modern and attractive in the city.

As a rule, The Roofing Dealer, The Floor-Covering Dealer, and the manufacturer who ships his goods in Bird Boxes know little about any of our products other than those which they themselves use.

We invite you, this holiday, to a trip through our mills with us, not to see the processes of manufacture, but simply to examine and learn about some of the many products which bear the name Bird.

Starting first with the Norwood Plants, we visit the home of three justly famous products: Bird Neponset Floor Covering which has been a standard product for many years, and two recently developed products, Bird Super-Grade Flooring and Bird Tile. Bird Super-Grade is just what its name implies—a product superior to any other felt base floor-covering. Its paint is not affected by household washing soaps and powders, and its wearing qualities are greater than those of any other type of printed floor-covering. For a great many years the chief difficulty with printed floor-coverings lay in the fact that washing, particularly with strong soaps, actually wore away the surface. Every time the housewife washed her floor, she washed away some of the paint at the same time. With this new Super-Grade there is no such danger. There is no soap action to worry about, no soap action to lessen the wearing quality and serviceability, no soap action to eat away the pattern or destroy its brightness. When our research chemists devised this wonderful new paint they not only made it soap-resistant, but they also increased its wearing qualities. Its resistance to abrasion (foot-traffic) is actually greater than that of any other printed floor covering. It is a quality not found on just the surface, but throughout the paint. The combination of these two features—resistance to soap action and resistance to abrasion or wear—sets Super-Grade apart from all other printed floor coverings and removes it from the field of competition. It can't be challenged.

Bird Tile, proven successful by exhaustive laboratory tests and by actual usage, is a big step forward in the field of resilient tile. It possesses many outstanding characteristics: It has a very high resistance to abrasion under any conditions, its surface improves with use, remaining smooth and showing no tendency toward brittleness from oxidation. It is unaffected by cleaning preparations, soaps and scouring powders, and it may be subjected to acid, alkali, grease or oil in any reasonable concentration without harmful effect, making it ideal for automobile showrooms, restaurants, kitchens, or soda foun-

tains. It burns only with difficulty, and will not support its own combustion. It shows no tendency to stretch under traffic. It is made in ten standard colors, permitting every wished for color combination. For hotels, stores, banks, apartment houses, and private homes where beauty plus long service is required, we recommend unreservedly—Bird Tile.

During the year a complete new line of colors and patterns was introduced in both the Super-Grade and the Neponset. These patterns, printed in gay and attractive colors offer the best that can be found in printed floor-covering designs today. Modernistic patterns have been added and old favorites retained. We have a fuller, more completely satisfying line to offer than ever before.

Thirty Warehouses

Merchandise, however desirable it may be, is of little value unless it can be properly and quickly distributed. This problem of distribution has been given the most serious consideration by our Sales Departments and we are prepared to offer our dealers better service than ever before. Nearly thirty warehouses, located in the largest cities throughout the United States, enable us to fulfill promptly orders from all sections of the country. Our large Western Flooring Sales office in Chicago simplifies the routine of distribution in the Middle and far West, enabling dealers there to get the same service as those nearer the source of supply in the East. During the past year a large new warehouse was constructed at our Norwood plants. This not only gave work to a large number of our employees during several months of the depression, but it has afforded us with additional storage space for about 33,000 rugs.

Approaching a little nearer to East Walpole, we reach the Roofing Mill on our visit. Here (and in Chicago, too, of course) are made all the roofing products which have been famous for so many years. Bird Shingles have always had a good name, but never a better one than they now enjoy with the introduction of the new Thick Butt Shingles. These shingles, which, as their name implies, are thicker at the butt, give longer life, greater protection, and finer, more beautiful roofs. They are thick where the wear comes, and this added weight holds them firmly to the roof and prevents their blowing up. This thickness, together with the black slate which shows through the cut outs, gives them a firm, solid appearance like real slate, but with even a softer, more beautiful finish. Every color used is natural and cannot fade.

For those who want the added advantages of a Custom Built Shingle a new one has been devised by our Research Department which has perfected a new process in shingle making. This process is one which shingle manufacturers have tried to make successful for a great number of years. It has been done by Bird & Son, and we alone can offer to the public this shingle which is unlike any other on the market. It combines all the advantages of both the flexible and the rigid types of shingles. It is plastic and cannot break off nor crack; and at the same time it is practically incombustible. It will wear like real slate, tile or asbestos, and of course, it embodies the Bird feature of the Thick Butt. It is a beautiful shingle for the exacting buyer.

New Color Combinations

New colors and blendes in the Neponset, the American and the Custom Built Shingles have just been put on the market. They mark a big advance and offer shades and color combinations never possible before. Art-Blende has been retained, and to it added a Sun-glo Blende, and a Slate Blende. Still other soft shades, principally of green and grey, are to be found in the Custom Built Shingles.

Art-Bric Siding, introduced by Bird & Son a year ago, is now being made in great quantities and has become one of our leading products. It is a siding, and not a shingle, and gives the buyer a permanent, beautiful siding finish very like that of real brick. For refinishing run-down exteriors, or for new work, it has no equal. The first cost is the only cost. To dealers it opens up an entirely new field, with infinite possibilities for increasing business. It is a real leader and one which many dealers have already found to be one of the most profitable products in the Bird Line.

A special Art-Bric Siding job on the filling station at Giles Brothers Garage in Walpole. You can almost get people to swear it is real brick

As in the case of the Flooring Department, the Roofing Sales have a highly efficient organization to take care of all orders promptly. In addition to the Norwood plant, there is a large production plant in Chicago, which handles the western demands. Here the full line of Roofing Materials is manufactured for distribution in the West and Southwest and here, too, are worked out many

of the new ideas and improvements in shingle manufacture.

This Chicago plant has well been called the Service Station of the West—but it is that, and more too. It is really a separate plant, working under its own organization, but, nevertheless, closely related to the mills in Norwood. Bird quality products and careful Bird workmanship are stressed as strongly there as in the East.

The story of both Floor Covering and Roofing

Art-Bric Siding on the home of Mr. Hershey of the Hershey-Leaman Company, Letitz, Pennsylvania

Products would not be complete without mention of the Phillipsdale plant in Rhode Island where the felt base for both shingles and floor covering is manufactured. Prompt service and high quality could not be maintained without the support and cooperation of this very important plant. Here too are made lining felt and deadening felt, in addition to the felt base itself.

To complete our visit of the Bird Mills, we now journey up to East Walpole. Here, strange to say, there is no suggestion, except in the Sales Offices, that we manufacture either Roofing or Flooring. Everything is paper, and boxes.

Millions of tack and screw boxes are shipped every year to the majority of the large manufacturers of tacks and some of the largest manufacturers of screws in the East and Middle West.

Next there are sturdy shoe cartons—five hundred million of them have been made at our factories during the last thirty years. They are rugged boxes, made from paper of our own manufacture, combined with a white paper for the outside finish. Complete printing presses permit the printing of two-color work as the box is cut and creased. And the recent addition at our factories of set-up machines for both boxes and covers enables us to set up these cartons, pack them in corrugated or solid fibre cases and deliver them to our customers, ready for use. This is a great advantage to the small manufacturer who does not want to install these machines in his own factory.

The bulk of our box business is of course, shipping cases. Thousands of tons of these cases are made and shipped annually. Solid Fibre and Corrugated, large and small, carrying everything from heavy hardware such as door checks and other builders' hardware, to sugar, bread, soap and other household necessities. When the Graf Zeppelin began her world flight, the supply of bread went aboard in Bird Re-enforced Corrugated Cases. Demonstration after demonstration has proven beyond a doubt that the corrugated and solid fibre case is a superior and economical shipping container. These cases withstand greater strains, absorb sudden shocks, and jolts, and bring the goods to the customer in the best possible condition.

Package Engineers

Through a drum tester installed at our factories we are able to make tests for our customers, and determine just what sort of case will carry their goods most satisfactorily. Expert package engineers are ready to advise and help any manufacturer who is having difficulty with packing and shipping.

For very large sizes and heavy weights we are making a comparatively new type of case. This is the Wood Frame Solid Fibre case made with .160 board, and wooden cleats on all corners and edges. These cases are allowed for shipment of 300 pounds of any commodity and 600 pounds of textile material. They are particularly adapted to the requirements of the textile industry. The combination of wood and heavy high test solid fibre, has proved to be an ideal and satisfactory case.

BIRD Standard Neponset Red Flower Pots are an old familiar product to market gardeners and hot-house growers. They are being manufactured and sold in greater quantities than ever. Within the last few months, however, a new Flower Pot, the Neponset *Black* Flower Pot, has been placed on the market. Its superior advantages are explained in another section of this *Review*, but it is a distinctive flower pot for growing plants; it is waterproof and may be used as a permanent flower pot.

Many special papers for various purposes are manufactured at the East Walpole paper mill, in addition to those which go into the construction of boxes. The Cartridge or Shot Shell Paper,

is still being made in large quantities for shot shell manufacturers in this country and abroad. It is a paper which is very difficult to make, and we take great pride in making certain that every sheet which leaves our mills is perfect.

Paper mulch, now in the third year of its existence at Bird & Son, has proven its worth beyond a doubt. Farmers have had the opportunity to test it under varying conditions, and it does all the things claimed for it: it keeps down the weeds, hastens maturity, improves the quality, conserves the moisture, and reduces production costs by lessening the need for plowing and cultivating. For the amateur gardener and for the grower of commercial crops, Bird Improved Perforated Paper Mulch pays big dividends.

Press Board, used for index board, and the like, still enjoys a large distribution. There has recently come into the market a much cheaper grade of press board which is offering some competition. While we do not intend to stop the manufacture of our high grade Press Board, our Research Department is perfecting a new and less expensive board to meet competition. This board will not be the equal of our standard Press Board, but it will retain as many of those qualities as possible.

We have again started the manufacture of cable paper, after a lapse of several years. The Research Department has developed a paper which is testing out successfully and a good business in that line is anticipated next year.

Laminated Binder's Board

A laminated Binder's Board for use in book covers is being experimented with at the present time. As this is of a lighter weight than the solid board made on the so-called "wet machine," a thicker board of Bird material could be used at the same price. This would mean thicker, more substantial covers which would sell more readily. A laminated board, well constructed and well seasoned, also curls less, and in this new board there is no waste deckle edge as in the case of the solid board. The binder can use every inch of the board he buys. There is always difficulty in convincing anybody of the worth of a new product, but experiments already made show that our new board goes through the process very well and comes out flatter than the ordinary binder's board in use on books today. Tests on Bird Binder's Board are now being made by the government.

Even in this lengthy article we have been able to mention only the most important of the products manufactured by Bird & Son. There are many others which you will find listed on the inside back cover of this issue. But each product, whether it is a Thick Butt Shingle or a can of plastic cement, bears the stamp of Bird quality and the Bird guarantee of satisfaction.

BIRD CLUB ENTERTAINMENT

ONE of the most delightful evenings the Bird Club has ever offered was the Open Meeting on the night of December 3rd, when Mr. P. H. Bailey, Manager of the Roofing Sales Department, showed pictures and talked to a large audience in Bird Hall about his recent trip around the world.

Travel talks are always interesting, but this was unusually so because Mr. Bailey was known personally by nearly every listener, and because in his informal, easy manner, he told many incidents that would be omitted entirely by the professional lecturer. Nearly a hundred pictures were shown, most of them beautifully colored. Those of Japan, which he showed last, were the prizes of the evening, with their scenes of Japanese gardens with cherry blossoms and azaleas in full bloom. It was an evening well spent, for those who attended, and thanks are due both to Mr. Bailey and to the members of the committee who arranged the event.

The next meeting of the Bird Club is to be the celebration of our tenth anniversary. A banquet and special entertainment will be held for this occasion some time in January.

This year the Bird Club, acting upon the suggestion of one of its oldest and most active members, Michael Shergals, is donated the cost of one of its usual banquets ($500.00) to charity. A special committee of Bird Club members has been appointed, and they, working in conjunction with other charity organizations, will distribute the money as they see fit among needy families during the Christmas season.

Tsk, Tsk, Tsk!

Mother: "Whoever taught you to use that dreadful word?"
Tommy: "Santa Claus, mamma."
Mother: "Santa Claus!"
Tommy: "Yes, mamma, when he fell over a chair in my bedroom on Christmas Eve."

Two new homes in the Williams Park development on Center Street, West Roxbury. Bird Thick Butt shingles are on the roofs; the coarse slate construction and the Thick Butt lines make them stand out as distinctive and unusually beautiful even in this community of many beautiful homes

WILL THIS BE OUR SAFEST YEAR?

IT begins to look as if nothing short of an earthquake could keep 1930 from being the year with the FEWEST number of lost-time accidents. We have only a month to go to make a record. Can we do it? Three Departments have completed a year without a lost-time accident, and the total of lost-timers up to December 1st is only 17. Last year at this time we had 39. This is a reduction of 22, or 56%—less than half as many accidents this year as last!

PLANT	Av. No. Emp.	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	Total Accidents to Date: This Year	Total Accidents to Date: Last Year	Lost Time Accidents per 100 Emp.	Days Lost per 100 Emp.	Calendar Days Since Last Accident
★ Chicago	98												0	7	0	0	447
Engineering	133												0	9	0	0	406
Phillipsdale	132												0	5	0	0	360
No. 2 Box Shop	88	1											1	1	1.1	175	320
Roofing Plant	219							1		1		1	3	2	1.3	28	1
Flooring Plant	257	1			1	1	1						4	4	1.5	68	180
No. 1 Box Shop	175	1		1	1								3	5	1.7	59	244
Paper Mills	233				1	1		1	2				5	6	2.1	462	120
TOTALS 1930	1335	3	0	1	4*	2	1	2	2	1	0	1	17*	39	1.3	119	
TOTALS 1929	1446	4	0	5	2	5	1	5	4	6	4	2					

Glance at the chart which accompanies this article. It gives you the story in a nut-shell, and it's a pretty encouraging one, too. To tell you how each of the three banner departments made their records would take pages of space, but the explanation of why they are at the top of the list is simple: They TALKED safety and, what's more important, they PRACTICED it. A year or two ago the Safety records of those very departments were far from encouraging. Engineering in particular was discouraging. There seemed to be no possibility of improvement. Men were constantly getting injured, and the Engineering Division stayed pretty consistently in the cellar of the Bird & Son Safety standing for some time.

Then something happened. It wasn't sudden; you could barely notice it at first, but the records of Chicago, Phillipsdale and Engineering improved and kept improving. Every man became a Safety Worker—all the time. They were "sold" on Safety, and the result—Chicago hasn't had an accident since September 9, 1929, Engineering none since October 20, 1929, and Phillipsdale none since December 5, 1929.

They have done it—you can do it too.

Immediately below the leaders, and in the order of their standing, come No. 2 Box Shop, Norwood Roofing Plant, the Flooring Plant, No. 1 Box Shop and the Paper Mills. This last division is in the cellar, with five lost-timers chaulked up against them. Only three Departments, however, have not bettered their last year's record: the Flooring Plant, the Roofing Plant, and No. 2 Box Shop.

Any story about our 1930 Safety Standing would be incomplete without mention of the All-Division no-accident periods. As the chart shows, February and October were *perfect* scores. November was nearly so, until on the last working day of the month a Norwood Roofing worker let a truck handle drop on his foot and the record was spoiled. Even so, we went from September 29 to November 29, a *full* two months without an accident.

Such a record as we have made in the past 11 months doesn't come as the result of a few men's work. It comes from every man working intelligently and carefully every day in the year. Every one who helped in establishing the record should feel mighty proud, and should be eager to make the months and years to come equally good no-accident periods.

These records are yours, not ours. You made them, and we can only congratulate you now, and wish you a Merry Christmas and a Happy and Safe New Year.

QUESTIONS AND ANSWERS

1. How much electricity do we consume in a month?
2. How many sheets of paper are combined to make the board for our solid fibre boxes?
3. What does pie mean to those in our printing department?
4. What is a "Stiff Leg Derrick?"
5. How high is the lettering on the water tower at the Norwood plants?

Answers to these questions will be found on Page 8.

H. H. MILLER RESIGNS AS SECRETARY—TREASURER

A. H. Anderson Elected to Fill Vacancies

AT the regular December Meeting of the Bird & Son, inc. Directors Mr. H. H. Miller tendered his resignation as Secretary and Treasurer and Director of the company.

Mr. Miller has been in impaired health during the past year. On the advice of his doctor, he has decided not to return to the very active work to which he has been accustomed. He has been associated with the company for a long period, starting February 17, 1902, as Bookkeeper, then as Auditor and Office Manager, and since the incorporation of Bird & Son, inc. in 1918 has filled the offices of Secretary, Treasurer and Director of the corporation. His is a long record of devoted service to this business. We shall all be glad to know that he is to continue with us in an advisory capacity on financial matters as his health may allow.

At the same meeting the Directors elected Mr. A. H. Anderson to fill the vacancies caused by the resignation of Mr. Miller.

IMPROVED FLOWER POT FOR GROWING PLANTS

UNTIL recently, the flower pot most extensively used for a growing plant was a clay pot. Paper flower pots have been used in enormous quantities for many years, (Bird & Son holds the first patent on them, dated 1891) but their use in growing plants has not been wide-spread. They have been used more particularly in shipping plants, or transporting them.

Now Bird & Son has developed the new Neponset Black Flower Pot which actual tests show is superior even to the standard clay flower pots which have always been considered the best. The new flower pot has as its base a waterproofed paper. Over this, inside and out, has been put a special coating which further increases the waterproofness and at the same time makes a smooth surface, ideal for removing plants easily.

To make certain that we were constructing a flower pot which would not only "sound well" on paper, but which would prove its worth in actual use, extensive experiments with thousands of growing plants were carried on by Professor Linus H. Jones of the Massachusetts Agricultural College. Nearly one hundred different types of paper pots were tested, in comparison with the standard clay pots. The result of these experiments was the development of the Neponset Black Flower Pot which has been described above. It was discovered that porosity was not necessary for good growth—that, in fact, a special waterproof coating could be used as an aid to better growth. One of the most convincing proofs of the value of the new flower pot is an experiment which was made with tomato plants. It was shown that at the end of two months, plants grown in the Neponset Black Flower Pots were farther advanced than those grown in clay pots. Even the color of our new flower pots has real utility. Its blackness helps absorb the heat, and this heat is retained. Experiments show that the average temperature of the soil in our new flower pots is considerably higher than in clay pots. If this increase in temperature is not required, growers can keep their greenhouses at lower temperatures and effect a saving on fuel.

Growth in the new Improved Black Neponset Flower Pot, on the left, as compared with the Standard Flower Pot, on the right. This picture was taken after two months of growth under identical conditions

The style of our Neponset Black Flower Pots is the same as that which has been in use for a number of years on our standard Neponset Red Flower Pots, and which has proven entirely satisfactory.

In durability, in appearance and in service these new Flower Pots are proving themselves ideal—ideal for the greenhouse grower, the market gardener, and the individual who wants a neat, attractive pot for growing plants indoors.

The new Neponset Black Flower Pot, for growing, will in no way replace the tremendous output of the well established Neponset Red Flower Pot, for shipping. It is expected that the popularity of the latter will continue, on the increase, and that the new product will build up an entirely new market with growers who are sure to appreciate its good growing characteristics, as well as the economy, convenience and ease of handling.

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In the Interests of the Company and Its Workers
For the Promotion of
Good Service Good Business
Good Will

MILLS: East Walpole and Norwood, Massachusetts; Phillipsdale, R. I.; Chicago, Ill.

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Ring out, wild bells, to the wild sky,
The flying cloud, the frosty light:
The year is dying in the night;
Ring out, wild bells, and let him die.

Ring out the old, ring in the new,
Ring, happy bells, across the snow:
The year is going, let him go;
Ring out the false, ring in the true.
Alfred, Lord Tennyson.

1931

TO a company with a vision of the future, a depression is not a calamity. It is rather an opportunity for a business to advance and strengthen itself in every way possible. This has been Bird & Son's attitude throughout 1930.

From the dealer's point of view we are better equipped and more ready to offer prompt service in a full line of products than in any previous year. New products have been developed, old ones improved; machinery and methods of distribution have been perfected to the point where we offer dealers and customers better service than ever before.

We realize that the business of those who sell our products is in a measure, our business also, and that for the best results dealer and manufacturer must work hand in hand. This linking of dealer and manufacturer we have tried to increase and strengthen.

1930 has *not* been a year of "pulling in the horns," of scrimping and cutting down; it has been a year of broadening, of real progress. We look forward with courage and optimism into the year 1931.

THE BIRD CLUB DONATION

THE donation of five hundred dollars to relieve suffering in local communities is one of the finest things the Bird Club has ever done. The banquet will scarcely be missed by the members who enjoy a full year's program of monthly entertainments. The money thus saved and used for charity will be deeply appreciated by those needy families and children who receive it.

Every Bird Club member should feel proud to belong to an organization which is doing such a fine thing.

OUR FRIEND—THE HOSPITAL

THE Norwood Hospital is more than a local hospital. It serves all the surrounding towns as well as Norwood and Walpole. Out of 2272 patients treated during 1929, 999 resided in Norwood, and 461 were residents of Walpole.

43 of these patients were Bird & Son workers, 70 were their wives, and 97 were their children. 14 of the babies born in the hospital were of parents in our employ. In other words, about ten percent of all the patients treated were Bird & Son workers or their relatives.

We are very fortunate in having such a well equipped hospital so near at hand. It means much to the individual's happiness and welfare when ill to be near home and friends. In emergencies, time may often mean the saving of a life.

The high standing of the hospital has resulted in many demands for its service from all the towns in this vicinity. Last year a deficit of $11,000 resulted in the work of the hospital and each town using the hospital has been allotted its share of the deficit. Norwood's share is $5,000. Walpole's share is $2500.

Both of these committees are now making a drive to raise the funds necessary to carry on this fine work. The task is one that needs many a friend and many a dollar. All should have a part in the support of the hospital.

Answers to Questions on Page 6

1. We consume monthly about 2,352,300 kilowatt hours. If this had to be paid for at the rate of 7 cents a K. W. H., it would cost Bird & Son $164,661.00.

2. From 3 to 5 thicknesses of paper are combined, depending upon the thickness or weight of the board desired.

3. Pie to the printer is jumbled type—and if a column of type is badly pied it may mean hours of work to straighten it out.

4. Our Stiff Leg Derrick is located at Phillipsdale. It is a huge, four-legged machine, used to unload the bundles of rags and shift them around as they are needed. We are running a picture of it in this issue.

5. The large letters on the tank are 7 feet, the small ones 3½ feet.

HEALTH NOTES

"INDIGESTION"

INDIGESTION is not a disease, but a series of complaints which are registered by the digestive apparatus. Nature protests when improper food is taken, or when it is taken in the wrong way or when some part of the digestive system is so diseased that it prevents the normal reception, digestion and assimilation of good food.

Of course, the kind of food and its preparation is important. Even when good food is improperly prepared or poorly served, indigestion may follow.

The way in which one eats is also of equal importance. When the noonday meal is eaten rapidly, say in seven minutes at a lunch counter, it means that the eater is preparing the way for digestive upsets and perhaps disease later in life. According to the "Ohio Health News," seven-minute eaters rarely reach seventy years of age.

Nervous and mental excitement is a frequent factor in the causing of indigestion. It is better not to eat at all or to eat just a small amount, than to try to eat a full meal, when in a hurry or when emotionally disturbed.

As far as real disease of the digestive tract is concerned, there is evidence available that indicates that the stomach is diseased in less than twenty percent of people who experience indigestion. This would place the responsibility either upon improper eating habits, improperly-prepared food, or improper food.

Nevertheless the day is past for guessing what is happening in the digestive apparatus when the patient has indigestion. What should be done is to take a good examination if the difficulty exists for an unreasonable length of time.

A few suggestions may help:

1. Find out what foods agree with you and restrict your diet to these.
2. Eat your meals with someone else if possible; be sociable, talk and laugh a lot and see that the surroundings are pleasant.
3. Eat enough to partially satisfy your hunger, but don't stuff yourself.
4. Eat dairy products and fresh vegetables, and fruits at least once a day.
5. It is a whole lot better to go without a meal entirely than to eat when you are depressed or worried.
6. Drink water or other liquids with your meals, but do not wash the food down.
7. Have regular times for your meals and see that you fulfill these important appointments.

LIBRARY NOTES

THE reading of a book is an adventure. When we open a book we do not know whom we may meet or where we may journey. No effort is required to maintain conversation and no inconvenience of travel experienced. An interview can be brought abruptly to an end, a long journey terminated, to be resumed at will.

New Books:

The Story of San Michele by Axel Munthe—a doctor of mature years whose experiences have brought him in contact with people of distinction in many professions, writes an unusual book which discloses much that he has done in the cause of humanity, as well as many interesting incidents in his eventful life.

Stranger than Fiction: a history of the Jews by Lewis Brown, which carries the reader through their wonderful story from the earliest time to the present.

How to Set Up Production Control for Greater Profit, by Hugo Diemer, gives the benefit of his wide experience of thirty years as to the methods adopted in many of the most successful manufacturing plants in the country.

Fiction:

Adam's Rest	Mellin
Lighted Windows	Loring
These Lords Descendants	Goddard
Gold Shoe	Leitz
Blood on the Yukon	Hendrix
Anne Marries Again	Hauch
Cherokee Trails	Ogden
Settling of the Sage	Everts
Charlie Chan Carries On	Biggers
Poet and the Lunatics	Chesterton
Cramer Girls	Suckow

CREDIT UNION ANNUAL MEETING

A dividend of seven percent on the Shares for 1930 was again voted by the members of the Neponset Credit Union at their annual meeting on November 12th.

Four Directors' terms expired this year: J. H. Smith, A. H. Anderson, B. R. Taylor, and B. H. Bailey. They were unanimously re-elected to serve another term.

The Credit Union has enjoyed a very busy and profitable year. Assets, according to the November report, are now $120,739.38, an increase of fifteen thousand dollars over last year. More and more Bird & Son employees are coming to realize the advantages of regular savings, handled through payroll deductions. You never miss the money when it is deducted, and it is sure to come in mighty handy in a time of need.

A new Christmas Club is being formed for 1931. It is not to late to join now. Deposits of any amount will be accepted, and the money may be withdrawn at any time, or left to accumulate during the entire year, according to the wishes of the depositor.

Join now—collect when you need the money.

CONGRATULATIONS!

On December 5th Phillipsdale completed a full year without a lost time accident. Congratulations! This is the third plant to complete such a record this year.

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff
Alice Clem
Ida Milesky
Sabina Costello
Gladys Noddin
Eva Knoll
Elizabeth Lawson
Alice Fales
Beatrice Severance
John Andrews

We received a long memorandum from L. L. Thompson, Washington Roofing Salesman, this month. In it there were several items of interest to *Review* Readers. He tells about a Roofing Exhibit shown at the New Ambassador Hotel on December 1st. It was arranged by Mr. Kilham, Mr. Ross and Mr. Haley, and was very successful.

He also tells of taking a local architect out to see a "new kind of brick in the market." He took him to a fence, covered with red Art-Bric Siding, and says of it "Looking at the fence from the sidewalk, few if any people could tell whether it was real brick or not."

Mr. Thompson also tells a good story about our President, P. R. Allen. Mr. Allen and Mr. Thompson went to dinner at one of the fashionable hotels in Washington. The menu read "Grapefruit, 50c." When the bill was presented Mr. Allen objected. A grapefruit was a grapefruit, he said, and not a half of one. Whether the waiter brought out the other half of the grapefruit or refunded the 25c Mr. Thompson does not state.

H. B. Jordan, former flooring salesman who will be remembered by many old timers, is now Southern Sales Manager for the Pan American Oil Co., with headquarters at New Orleans.

Items of interest in the New York Office have been few and far between in the last month or so. All have been busy with their noses to the grindstone, so to speak,—or else burnishing up their binoculars in these dolorous times, endeavoring to make business look brighter.

The brightest spots to report are the ever welcome calls of the several actors on the business stage from the mill—all stars in the various histrionic roles of the departments of sales. Among these, but not "in the order of their first appearance," are Messrs. Sawyer, Rogers, Hale, Traudt, Hicks, Dolan, Andrews, Doherty, and Anderson. May they repeat these visits often.

Arthur Wilson reminded us the other day that the *Review* hadn't commented on his new job as keeper of the pen points and typewriter ribbons. We apologize for our omissions. Our chief regret is that we didn't think of writing this note sooner—maybe we could have had free admission to all the Harvard games!

After hearing Mr. Bailey describe his Chinese menu the other night, the office girls who are dieting on soup these days are reported to have sent in a request to the restaurant to add Bird's Nest Soup to the menu. We didn't hear about any requests for the 100-year old eggs, though. Perhaps they would be too hearty.

A section of our East Walpole plants taken from the air. No. 2 Box Shop and the Main Office are in the foreground, and the large building in the center is the Maintenance Building. Courtesy of the Baker Supply Company, Cambridge, Mass.

Dimon Merrill has become one of the real sport fans for he has been attending many of the Football games when one should wear a life-belt because of the weather.

W. A. Beaulieu has moved into his new home, English style, which he has just built on Woodland Road. He is now one of the East Walpolites.

Among our new car owners is Anna Roundy who now drives a classy standard Buick Sedan. Watch your speedometer, Anna!

Wesley Ahlgren has recently purchased a beautiful Spanish House in Stoughton. Our Auditing Department seems to go in for these foreign types of dwellings.

Myrtle Mayshaw spent her vacation the first two weeks of November taking day trips in her new Ford.

Alice Conley and Ann Mahoney of the Stenographic Department attended the Harvard-Michigan game recently.

Catherine Dowdie, Margaret Sheehan and Ruth Milliken of the Stenographic and Margaret Crane of Purchasing went horseback riding one Sunday not long ago and reported a very pleasant day . . . but the next day wasn't so "pleasant."

Michael Lasky wanted an extra long Holiday over the 11th and so he went and got himself pinched for speeding way up in Manchester, N. H. We hear he got a nice little fine that put a hole in his bank roll.

Ruth Milliken, Master of Walpole Grange, attended the

Annual State Grange Meeting at Springfield, Dec. 9, 10, and 11th. While there she made the Pinchon Hotel her headquarters.

Some of the girls have been bowling recently. As we haven't heard any loud boasting about scores, we take it that the "champs" are not quite in trim yet.

Mary Stone is attending evening school at Boston University.

Dot Hartig joined the ranks of "Women drivers" by acquiring her license at Norwood, November 24. This puts her out of the "back seat driver" class.

Veronica Sienkiewicz is revealing the serious side of her nature by doing up those blond locks.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran — *John F. Burke*
Herbert L. Badger — *John H. Maguire*
Welthea Smith — *Mary Driscoll*
Herman Nordstrom — *John DeCosta*

Jack McNeeley, who has been the messenger boy from the Mill office for over a year, has left us to go to Honolulu where he expects to stay for some time. Although he left the office on November 26th, his trip westward was delayed by an accident to the chap who was to accompany him across the continent. Jack was presented with a fountain pen and pencil set and all wish him the best of luck.

Frank Lacivita, the genial messenger boy from the Roofing Plant, has been transferred to the Mill Office.

Jack Bradley reported a very successful duck hunting trip recently. Score: No ducks, one rabbit.

These hunting trips everybody is making seem to provide lots of exercise and free talk, but not much else. Wilbur Fay just got back from one a week or so ago and confessed he didn't bag a thing bigger than a rabbit.

Congratulations to Halburton Dobbins, whose youngest daughter was married on November 11th. Dobby looked pretty special, we hear, in tall silk hat and all the "fixin's."

Peter Folan says first come first served on ordering these Christmas crows. Peter says they run from 3 to 7 pounds at 75c a pound.

We welcome John Muse to our fold as tractor repair man.

Yes, Tony Feeney says it is for a hair cut that he makes these frequent trips to the Flats. (Who knows.)

Francis Dockray and Joseph Thomas spent a day on the Cape deer hunting. They claim both kinds were scarce.

Carlos Salvatorelli leaves for Italy December 6th for six months' visit to his family, the first visit in eleven years.

A new power baling press has been installed in the west end of the stock sheds for the purpose of baling corrugated waste from No. 1 Box Shop.

Helvi Lehtonen sang recently with the Leider Quartette at the Pond home. Not every department can boast of a songbird.

Phillipsdale, R. I., Mill

Rexford H. Salisbury — *John H. Nolan*
David S. Lowry — *Leslie E. Howard*

Ted Maddern has not yet got used to the ways of the big city. After attending the theatre with his wife they walked the streets for "hours and hours" trying to find the place where he parked his car.

Albert Carlson on October 24 took unto himself a wife. We haven't been able to get any details but we offer our congratulations.

Seven foreman attended the first meeting of the proposed Providence Foremen's Club. They were well pleased with the speakers and also with the coffee and doughnuts.

New radios include George Hawley's Radiola, Johnny Nolan's Baldwin, and Albert Carlson's Carleton. Johnny claims his is a Christmas present.

Helge Holter and Rex Salisbury went to a turkey "carnival" just before Thanksgiving. Both considered themselves unlucky for Holter won a live turkey and Rex won a barrel of apples. We understand that Holter wants his turkeys dead hereafter, and when Rex goes to a turkey raffle he wants turkeys and not apples.

When Leslie Howard found someone had been stealing his paste he got all excited and has lately been rushing wildly around the mill chasing rats. It has got so now that there isn't a rat that will look him in the face.

All of the boys are talking about the kind-heartedness of Joe Borges. He got out of his car a few nights ago to pick up a poor kitty that was lying in the road—only to find that it wasn't that kind of a kitty. Joe now has a new suit.

Red Harrington recently had his car overhauled and it is very quiet now. He can get within a half mile of the plant before we hear him coming.

Harold Hey went hunting last Sunday and after walking all day came home tired and hungry. When he told he had shot nothing his father displayed a large grey squirrel he ran over with the automobile while going in the yard. (Harold had better hunt in his own yard hereafter.)

Helge Holter seems to be progressing rapidly in aviation. Very often he has his picture in the paper.

We noticed Jim Blessing carrying a large bundle of telephone books around the mill. We are wondering whom he was going to call.

Tony Perry moves quite frequently and each time farther away from the mill. He has now moved to Pawtucket Avenue. He says the exercise does him a lot of good.

Joe Silvia had quite a job painting and papering his house. He thinks it a lot of fun. Cheer up, Joe, this only happens every four or five years!

Francis Hall caused quite a disturbance when he got home the other night. His wife noticed a peculiar odor coming from his coat and upon investigation found four very old squirrel feet in the pocket. Perhaps these have something to do with Red Hey's squirrel.

BOX FACTORIES

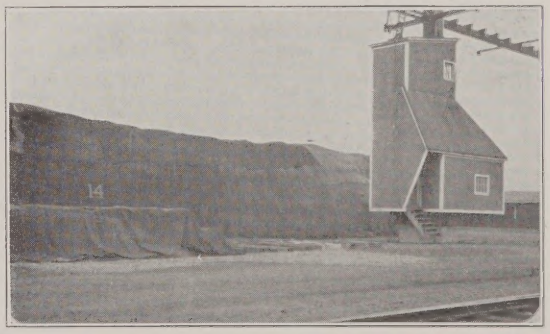
East Walpole, Mass.

No. 1 Box Shop

Edward Gronroos — *Charles H. Mutch* — *Ralph Watson*
Herbert Lewis — *Ralph Farris*

Tom Morris has left Bird & Son and is now in the fruit business. Red Curran will miss Mrs. Morris' home cooking.

"Beany" Laminen, formerly of No. 1 Box Shop and Mrs. Laminen, remembered as Catherine Wall, have been heard from. Beany is working in a Buffalo Box plant.



The rag pile at Phillipsdale, covered for the winter, and in the foreground the control room of the Stiff-Leg Derrick, referred to in the Questions and Answers column in this issue

Bill Ford has finished the "prep" course in the Box Shop and is now in the Fibre Case Sales.

We understand that the pigeon Henry Dowdie captured and fattened up for Thanksgiving was insufficient to appease the appetites of himself and John Cook, guest of honor. Henry was not without resources, however, for grabbing his trusty pea-shooter, he neatly drilled several sparrows

who were enjoying their own Thanksgiving before his house. Henry says they tasted pretty good, too, but the feathers tickled his throat.

Many Bird employees were seen at the Norwood Firemen's Ball on November 20th.

That Old Gang of Mine misses another member. Peter Nilson has a new Philco Baby Grand to entertain him evenings, when wintry blasts are blowing without.

While cold weather brings scowls to the faces of most of us, Tony Lewicki is all smiles, because to him it means fishing through the ice. Eh, what, Tony?

Edward Heaver and family visited friends in New Bedford and Fall River over the Holiday week end.

We presume Mary Long had a good turkey feast for Thanksgiving, since she was the winner of a plump bird.

Mike Vitsocir is again living in Walpole, his house being renovated since fire destroyed part of it.

No. 2 Box Shop

Edward Scanlon *Christine Sherer*
Catherine Brady *Anna Duffy*

Anna Duffy, after reading about the gym classes in last month's *Review*, says she has her own ideas about keeping fit. She has certain nights on which she does her "sitting up" exercises. There was a time when she didn't believe in such things, but now she has changed her opinion. She says sitting up exercises are a great thing if you choose the right party to sit up with.

We welcome Mary Scanlon who has joined the ranks of the Printing Department.

An attractive window display at the store of Hellrung and Grimm in St. Louis. Note the use of the Airship advertising material, which has been given nation-wide recognition, although the ship itself did not leave New England

Mary McKinnon has beauty treatments twice a day, and she might be persuaded to divulge how and why.

November 11th brings back memories to a lot of people, and it will always leave an impression with Frank Meyer—on his nose! It seems that he was acting as referee in a fight between an axe and a piece of wood. Mr. Wood was losing and decided to take a sock at the referee for luck. The summary of the fight was as follows: Axe plus wood equals skinned nose. Mr. Wood retired to a neutral corner after his final sock, and Mr. Meyer counted ten. What he said after he counted ten is not a matter of record.

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Ralph Kolseth *Charles Savage* *Charles Watson*
John White *Edward Hiller*

Al Whitmore spent the week of the 24th hunting in Maine. We all like deer meat, Al.

Mario Tomassetti must have carried a horseshoe in his pocket, being very fortunate in winning a turkey for Thanksgiving.

We welcome Julian Smith, formerly of the Main Mill, who is now working in the Finishing Department.

We wonder what Paul Krucas is going to do with the 600 pound pig he has. We are all waiting for an invitation to the feast, Paul.

Ed Wenstrum is now messenger boy at the Roofing Plant in place of Frank Lacivita. Frank is now messenger at the Main Mill Office.

Wm. Murphy is moving back to the old home town of East Walpole from Westwood the 1st of December.

Laurence Galazzi is the last employee on our Service Vacation List. He took his the week of November 24th.

William Bothwell is the proud father of a baby girl born on October 30th.

John Coroski is recuperating from a long siege of sickness. We hope to see you back soon, John.

Salvatore Purpura is also on the sick list but expects to be in the first of the month.

Frank Mori is back to work after a short illness.

Charles O'Connor and Marion Kissell have formed a partnership and are operating numerous traps along the Moose Hill road.

John Conroy, Elmer Ecklund and John Caulfield report a good crop of rabbits around Norfolk. They returned with a full bag last week end.

Already we see signs of Spring at the Roofing plant—one machine was running mulch paper last week.

Antillio Tronti has been appointed conserver of lights. "No more Waste" is his motto.

We are now running multicolored shingles. Roofs already displaying this latest product can be seen on the homes of Mrs. Knox, Rhoades Avenue, and Mrs. Hickey, Walcott Avenue.

Work has been started on a new eight-foot road way leading from the Boiler Room to No. 7 door.

John Conroy's faithful "Flint" has suffered a fatal head bruise. John learns that a new engine would cost less than a new head, so now John walks.

A new 160-foot Test Roof is being erected in the Mill Yard by "Ed" Boulter and his men.

The new arbor on No. 6 winder helps by conserving space in shipping cars.

According to Raymond Call's theory, the men in Norfolk state prison should have a miniature golf course and Austin automobiles. Or in other words they should have a reproduction of Coney Island. This would be a great prison reform, he thinks, and prevent further crime.

After successfully completing a job of grinding valves and cleaning the carbon on his Essex, Ralph Kemp is organizing Kemp and Son's Repair Shop for roller skates, kiddie cars, pushmobiles, etc. Watch for the grand opening!

Milton Beasley is now the proud daddy of three girls. The most recent arrival, Barbara Dianne, is getting along fine.

The fog gets so thick in the morning in Sharon that Warren Kumblad who commutes from Brockton every day finds it necessary to steer a compass course at times. Watch out for the sirens along the way, Warren.

Chicago Mill and Office

C. J. Perrizo *John Matcha* *Dell F. Lydon*

News about injuries and sickness is never pleasant, but it's "good news" to everyone to know that Bob Brebach and Vi Zimmer are on the job again after their recent illness.

Glenn Young, Eric Gach and Jean DeBerg spent a couple days in Michigan doing some research work in the Built-Up roofing field. L. L. Williams of Muskegon gave them some valuable assistance, and they also called The C. C. James Co. at Grand Rapids with Al Dobbins.

Mr. Hird spent a few days at East Walpole recently.

"Joe" Johnson was laid up for over a week because of injuries received in an auto accident. He still limps a little, but is getting along first rate. For a few days some of us thought there was a new man in the print shop, but it turned out that Joe's newly acquired mustache caused this deception.

A large wheel of Domestic Swiss Cheese was received at the office and divided according to orders placed with Bob DeWar. Everyone proclaimed it marvelous, so Bob will probably be asked to get several more wheels.

Mr. N. N. Turnin and Mr. J. M. Kasatchkoff of Amtorg Trading Corp. were visitors at the plant on November 26th. They are technical paper men and familiar with Bird Machinery, having seen installations in paper mills on the Volga River in Russia.

A son, Edward James, weight 10 lbs., was born to Mr. and Mrs. Ted Moore on November 11th.

We extend our deepest sympathy to Jack Clifford, whose brother recently passed away.

John Matcha is on the sick list, but the latest report indicated considerable improvement.

FLOORING PLANT AND OFFICE

Norwood, Mass., Plant

Lloyd Smith *James Hanley* *Lester Evans*
Tom Rogers *Lawrence Gammell* *Leo Haggarty*

The Horse Club held their long-waited for Fox Hunt on Armistice Day. Robert Barss was the lucky man—the only one at the kill. The boys met at the Sherborne Riding Stables all wearing the Club colors (Black and Blue). The weather was ideal, the horses were feeling their oats and the hounds had no trouble in finding the scent. They led a merry chase through Sherborn, Natick, Holliston and into Hopkinton. Everybody was lame the next day, but declared they wouldn't have missed it for the world. After the hunt dinner was enjoyed at Stagger's Inn.

John Macchi went hunting somewhere in the woods of New Hampshire. He saw the three bears and little Red Riding Hood, but alas, Goldie Locks wasn't there!

Gordon Wilson is the hero. He has captured a full grown mustache not a misplaced eyebrow, but a real he-man one, flowing at the ends and well curled.

Francis Sheehan has invested in a new spot-light for his car. We understand that Francis saw some moving shadows which he mistook for ghosts in a cemetery, and these ghosts chased him all the way home. Hence the spot-light.

According to latest reports, John Pratt is planning to spend a week-end coaxing his car out from behind the coating of mud it has accumulated. Why not stick to the state road, John?

Extra! Extra! Great Catastrophe! Frank Clem had to pay his way into the Firemen's Ball!

Ed Daley, Gordon Wilson, Frank Clem, and Jim Hanley went down to Kingston, R. I., to watch the B. U. R. I. State game. Frank's brother, Carl, played for B. U. and was one of the leading performers.

For some time back Frank Sutherland has been looking for a crutch for his radio set. It seems that one of the legs on the cabinet wrenched its ankle or some such mishap.

Among the leading lights at the Harvard-Yale game were Leon Wilson and Frank Sutherland. They were equipped with a pair of field glasses, whether to study more closely the intricacies of play or to see what other luminaries were there, we cannot say.

Louis Bagley has returned from a bear hunting expedition at Pittsburg, New Hampshire, without any bears but with plenty of good Ripley "Believe it or Not" stories.

Antonio Antonelli has just received his citizenship papers. Congratulations, Tony.

Martin Scampini has found out that overalls are cheaper than dresses, since he has been married.

Axel Hertzberg has completed his garage with the exceptions of the windows and the doors.

Joseph LeBlanc has learned not to leave chocolates in his auto when he parks it in Boston.

CHICAGO OFFICE

G. B. Blackmore *V. D. Szukalla*

The Bridge party given by Ida Mitchell and Mary McWade was a huge success. We are still talking about the wonderful "eats." There was so much that the gastronomical repast almost proved too great for one set of stomachs to withstand. In fact, Mary and Ida were the only ones who went out for lunch the following day. There was enough for all of us. (They evidently knew what they put in the sandwiches.) It must have been the stenos' lucky day inasmuch as Virginia won first prize, Gladys second, with Lillian Moe and Mary Curran winning third and fourth.

Some of the Walpole High Football players and rooters, gathered in East Walpole square, just before the take-off for the Stoneham game

Mr. Garrison, our new representative taking over Tom Creden's territory, has made rapid progress. Only last month he was at the mill and told us of his various duties and experiences. He said he was assigned to the job of cleaning all the electric lights in the finishing rooms and shall always think it was to make the inspection of goods more efficient. That's the right spirit, Clark! However small the task, it's the little things that promote the greater ones. Clark Garrison is now travelling part of Missouri and Kansas and we of the office wish him success.

Jim Campbell is travelling part of Michigan; namely, the territory handled by G. H. Exline, while Mr. Exline is at the mill. Mr. Campbell recently reported that the steering apparatus on his baby Lincoln fell off in Benton Harbor. Imagine his embarrassment! Well, Jim, that's better than having the entire chassis missing and just having your "Body by Fisher" left.

A few months ago we spoke with all confidence that Mrs. Wittleder would make a name for herself in the tennis field. Well, here she is—ranking fifth in the Chicago Championship Singles and third in the Doubles. She is modest about it so we'll do the shouting. Three cheers for "Witty"!

In the last *R view* we spoke of C. E. Rosenbury having a Neponset rug in use for over eight years. We have received another report as follows: "The John Beno Company of Council Bluffs, Iowa, had a complaint from a customer on some inlaid linoleum. The lady was angry at the way it had been laid. She returned to Beno's to have it adjusted rather than going somewhere else as Beno's had sold her a *Neponset* rug eight years ago which was still as good as new and she felt that if they carried that sort of merchandise there must be some mistake which they would rectify." We would like to hear from more dealers regarding long life and satisfaction from Bird floor coverings.

Cliff Hodes spent a few days recently calling on dealers in St. Louis with S. R. Reid, our St. Louis representative.

Mr. D. H. Pulford of DeWitt-Seitz Company visited our office around the first of November. We are always glad to receive visits from our dealers.

We have enjoyed visits from Messrs. F. W. Jakel, E. A. Smith, J. A. Petitclair and R. A. Kent.

We hear frequently from Bill Dunn, who is traveling with Mr. Knapp, our southern representative.

Our "Three Musketeers," Sadie, Gladys and Virginia, are still training at the Y. W. C. A. for a swimming marathon. They report the progress is great, and that Glad can do the hand stroke the length of the tank without the use of wings or being helped out with a hook.

On October 14 (the day before pay day) Jim, Val and Cliff invited the girls from the office to their apartment to prove their skill as cooks. The menu was—ham, cheese, beans, potato chips, hot rolls, olives, pickles, coffee (with *real* cream), cookies and ice cream. There were eleven present, and we had four plates to eat from, five cups, eight knives and six assorted spoons, so it was a matter of survival of the fittest. The boys were real hosts though and we had a very enjoyable time. We found out, too, that their room mate, Bill Lancaster, is all they say he is and hope to meet him again real soon.

C. A. Boiteau advises us that he just escaped the cyclone in Bethany, Oklahoma, by three miles. He states it was a terrible sight to see a thriving town so completely demolished. We are glad to know Mr. Boiteau rendered his assistance by helping to remove the injured from the devastated region. Thanks for the pictures of some of the scenes in the stricken area. It is hard to believe so much damage could be done by the "twister" in such a short time.

We wish to extend our sympathy to Mr. and Mrs. C. E. Tyson upon the death of Mrs. Tyson's father.

Trying to work up an appetite for Thanksgiving, a number of the "office gang" went ice skating at the Chicago Stadium. This event will be remembered for quite some time as even now a few of us still have stiff joints, etc.! Val (from Dallas) proved to be a good skater and although Cliff tried to tell us he had never skated before he outlasted the entire group. Lillian Moe saved the day for the girls by making up in skill for what the rest of us lacked.

Mr. Tyson very graciously invited Val Coerver and Cliff Hodes to his home for Thanksgiving dinner, which was greatly appreciated by them inasmuch as they are both out-of-town boys. They report having a very enjoyable time and want to thank Mr. Tyson for the tips on how to play bridge.

We are glad to see Bill Dunn back in the office again after spending a number of weeks travelling in the territories covered by Knapp and Kent. The Weather Man seems to be trying to play a joke on Bill. From 72 degrees to 5 above zero is quite a difference.

Visitors at Our Plants During November

East Walpole and Norwood Mills

Mr. Augustine, Kitchener Box Co., Kitchener, Ont., Canada.

Mr. A. Stuart McLean, Dominion Rubber Co., Canada.

Mr. Jos. L. Loveday, The Loveday Rfg. Co., Torrington, Conn.

Mr. Jere Murphy, Naugatuck Lbr. Co., Naugatuck, Conn.

Mr. Harry Drazen, Drazen Lumber Co., New Haven, Conn.

Mr. James T. Doyle and daughter, Auburn, N. Y.

Mr. J. J. Dollinger, Newark, N. J.

Messrs. Bush, Bosworth, Schwartz and Stapley, Chemical Paper Mfg. Co., Holyoke, Mass.

Mr. McKean, Factory Superintendent, American Electrical Works, Phillipsdale, R. I.

Mr. Ingerson, Secretary American Electrical Works, Phillipsdale, R. I.

Mr. Fogg, Electrical Engineer, American Electrical Works, Phillipsdale, R. I.

Mr. Harry S. Hubbell, United Shoe Machinery Co.

Messrs. C. D. Knowlton and S. G. Robinson, Hoague-Sprague Corp.

Messrs. H. S. and W. E. Labombard, International Paper Box Machine Co.

Mr. C. R. Howard, Sales Manager and Mr. Williams, Promotion Engineer, Lewis Mfg. Company.

Mr. G. R. Studebaker, John A. Manning Paper Co., Inc., Troy, N. Y.

Mr. E. O. Benson, Certain-Teed Products Co.

Messrs. Mills and Woodford, Remington Arms Co., Bridgeport, Conn.

Mr. A. W. Chase, Foxboro Company.

Messrs. E. M. Hawkins and A. M. Claffee, M. D. Knowlton Co.

Mr. McDermott, Franklin, Mass.

Messrs. Grubb and Hinze, Du Pont Company.

Messrs. Stevenson, Stevens and Richardson, A. D. Little, Inc., Cambridge, Mass.

Mr. Bronstein, Brockton.

Six Doctors from the Harvard School of Public Health:

I. C. Fang, M. D., Ministry of Health, Nationalist Government, China.

Dr. Frank Swoboda, Prague, Czechoslovakia.

Dr. Eugen Rasmeritza, Ministry of Health, Bucarest, Rumania.

Dr. Alfred Khaum, Vienna, Austria.

Eminent Doctors from all over the world, who visited our plants last month, Left to right, they are: Dr. I. C. Fang, China; Dr. Frank Swoboda, Czecho-Slovakia; Dr. Eugen Rasmeritza, Rumania; Dr. Alfred Khaum, Austria; Dr. G. L. Batra, India; and Dr. H. W. Stevens of the Harvard School of Public Health

Dr. G. L. Batra, Assistant Director Public Health, Bengal, India.

H. W. Stevens, M. D., Harvard School of Public Health, Boston.

Chicago Roofing Plant

Jim Burton, Burton Roofing Co., El Paso, Texas.

Mr. H. H. Henry and Mr. E. H. Messenger, of Oak Park, Ill.

Mr. Hock and Son, Fidelity Roofing Co., New Albany, Indiana.

Mr. W. R. McNeil, of Montreal, Que.

Mr. Frank Young, Logansport Roofing Supply Co., Logansport, Ind.

Mr. George Hinman, Hinman Bros. inc., Lincoln, Nebraska

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during December, 1930 and January, 1931, and of those who complete twenty or more years' service during those months.

December

			Years
August Hilderbrandt	12–23–1889	Paper Mill	41
A. R. Jenkins	12–13–1894	Flooring Plant	36
Harry Mann	12– 1–1901	Experimental	29
Robert Roy	12–27–1905	Roofing Plant	25
Dennis Broderick	12–20–1906	Janitor	24
David Heylin	12–21–1906	Paper Mill	24
Michael White	12–10–1907	Paper Mill	23
J. S. Robertson	12– 7–1908	Traffic Department	22

Wilbur C. Fay	12- 9-1908	Maintenance	22
Frank Whitehead	12-19-1908	Maintenance	22
S. J. Reardon	12-16-1915	Box Shop	15
Joseph D. McGregor	12-16-1915	Roofing Plant	15
Patrick Feeney	12-17-1915	Roofing Plant	15
Victor Makela	12-24-1915	Roofing Plant	15
John Burhoe	12-27-1915	Power and Steam	15
Patrick Daley	12-29-1920	Flooring Plant	10
Arthur B. Colburn	12- 1-1925	Box Shop	5
C. D. Hurtt	12-14-1925	Roofing Sales	5
Warren Kumblad	12-28-1925	Roofing Plant	5
PHILLIPSDALE			
Thomas Henderson	12-14-1894		36
Frank Mello	12-14-1915		15
Adolph Adamonis	12- 8-1920		10
Antonio Nunes	12-10-1925		5
CHICAGO			
Joseph A. Miller	12- 1-1909		21
Ransom Little	12- 1-1925		5
CHICAGO SALES CORPORATION			
Wilbur F. Bagley	12- 1-1925		5
January			
Henri Davenport	1- 1-1898	Assistant Treasurer	33
Carl V. Smith	1- 1-1901	Paper Mill	30
F. W. Welch	1-16-1901	Box Shop	30
Joe Knaus	1-24-1902	Paper Mill	29
May Gardner	1-26-1902	Main Office	29
Robert Morse	1- 7-1907	Box Shop	24
Daniel Reardon	1- 7-1907	Paper Mill	24
Dennis Lowney	1- 9-1907	Paper Mill	24
Michael Smith	1- 9-1907	Maintenance	24
B. D. Rogers	1-21-1907	Labor Bureau	24
George L. Towle	1- 7-1916	Box Shop	15
B. F. Copeland	1-16-1916	Box Sales	15
G. E. Pendergast	1- 5-1921	Roofing Sales	10
Mary C. Kelliher	1-31-1921	Main Office	10
Nora Feeney	1- 8-1926	Box Shop	5
John Connelly	1-11-1926	Flooring Plant	5
Clarence Russell	1-11-1926	Flooring Plant	5
Mary Clancy	1-16-1926	Main Office	5
Walter Sword	1-26-1926	Flooring Plant	5
PHILLIPSDALE			
Rexford Salisbury	1- 6-1909		22
Antone Andred	1-22-1926		5
CHICAGO			
Edwin Baldwin	1-19-1921		10
Clarence J. Perrizo	1-20-1926		5

E. M. B. A. MEETING

ON Tuesday, January 13th, the Bird & Son, inc. Employees' Mutual Benefit Association will hold its annual meeting at 8 P. M. in the Lunch Room, back of the East Walpole Brigade Room.

Officers will be elected and regular business transacted.

The following members have been nominated for officers for 1931, and will be voted on at the meeting:

President: Halburton Dobbins, Eugene L. Connolly, Herbert C. Jepson.

Vice-President: Ralph M. Wight, James J. Geary, Howard S. Whitney.

Treasurer: John J. Linnehan, Lester G. Evans, J. Harold McNeeley.

Secretary: Albert W. Smith, George E. Smith, Welthea M. Smith.

Investigating Committee: Edward I. Geraghty, John Maitland, Helen E. Randall, Lyman Small, Frank Whitehead, Ruth E. Arel, James W. Hammond, Dan Jones, Frank L. Murphy, John H. White. (Five to be elected.)

Nominating Committee: Bernard H. Bailey, Herman L. Barker, John N. DeCosta, William F. Murphy, Herbert A. Schaier, Arthur V. Wilson. (Vote for three.)

SUGGESTIONS

AT the meeting on November 5, the following suggestions were accepted in the class representing savings in manufacturing costs, and given an award of $10 each:

Gelatine Paper for Miehle Presses — Arsene Marchand, FXR
Extra Belt on Conveyor Table — Edgar Ross, FXC

The following were accepted in the class representing those of intangible value and given an award of $5 each:

Deckle Pans — Albert Carlson, DPP
Friction Belt Tightener on Shingle Machine Counter — John Caulfield, FBM
Method of Keeping Sinks from Being Chipped — Gordon Clark, FFM
Gauge for Pull Rolls — Walter Cyr, FBF
Tin under Grating at Combiners — Eric Eklund, FXR
Longer Pipes with Cotter Pin Holes for Ovens — Guptill Fillmore, FFM
Extend Countershaft — Ruel Fulton, FBP
Change Drive of DMPM5 Wet Felt Conditioner — Leroy Gardner, EMM
Air Hose on FXBM4 — Leslie Hall, FXB
Method of Caring for Hot Water from Exhaust Steam — John Lydon, FX R
Change Method of Handling Waxer Rolls — Everett Rockwood, FFM
Method of Operating Dry Rack Lever — Michael Silvestri, FBP
Handles on Guard Covers — Ralph Simmons, FBP
Union Elbows on Wider Pipe — John Walsh, FBM

John Caulfield, FBM, and Edgar Ross, FXC, were awarded an additional award of $10 each for having had five suggestions accepted.

SUGGESTION COMMITTEE HAS NEW INVESTIGATOR

FRANK W. FISHER, Mill Inspector, has been appointed special investigator on the Suggestion Committee, replacing Harry Mann, whose entire time for a considerable period has been spent on experimental engineering.

Mr. Fisher will investigate all the suggestions entered and report on them to the committee at its monthly meetings. He will also be very glad to help any man in making suggestions, or if requested, will help write out the suggestions of those workers who find it hard to explain fully just what they want to suggest.

"Are you John A. VanDorky?" asked the young man beside the cloak rack.

"No," was the surprised reply.

"Well, I am," came the frosty rejoinder, "and that is his slicker you are putting on."

Bob: "What's a tailspin?"
Bert: "It's the last word in aviation."

WITH THE SOCCER TEAM

SINCE our last edition the Bird & Son Soccer Team has engaged in four important Boston and District League games. Two resulted in victories over leading teams that threatened to displace us from a play-off position for championship honors. The other two were defeats.

Bird & Son, 0—Clan McGregor, 3.
Bird & Son, 2—Needham, 3.
Bird & Son, 5—Norwegians, 1.
Bird & Son, 4—Dorchester, 3.

This leaves Bird & Son in second place to Clan McGregor, with Beacon Oil and the Norwegian A. A.'s next. The defeats are definitely attributable to injuries, Harry Sansom, Sidney Sansom, Harry Benson, Sam May and W. McKenna being on the sidelines during one or all of the four games. The inclusion of Archie Campbell, fullback from Clan McGregor, has helped considerably.

BOWLING

ALL the Bowling teams are going full tilt now, with scheduled matches every week. The season is about half over, and the standing as of December 5th shows the No. 2 Box Shop leading League A and Roofing Shipping leading League B.

High Individual Single String is held by Ernest Koebe with the score of 127; Ernest Koebe and Edward Hall are tied for High Individual Three String: their totals are both 319. No. 2 Box Shop is High Team Single String, with 510 as a total, and Roofing Shipping with a total of 1472 holds High Team Three String honors.

We give the League standings as of December 5th:

LEAGUE A	WON	LOST	PERCENT
No. 2 Box Shop	17	3	.850
Roofing Machines	16	4	.800
Rug Finishing	14	10	.583
Box Shop Shipping	12	12	.500
No. 1 Box Shop	10	10	.500
Finishing Mill	8	12	.400
Flooring Finish	4	16	.200
Roofing Electricians	3	17	.176
LEAGUE B			
Roofing Shipping	16	4	.800
Accounting	18	6	.750
Electricians	12	8	.600
Paper Machines	11	13	.460
Flooring Machines	10	14	.416
Maintenance	6	10	.374
Credit	3	21	.125

The completed Warehouse, constructed entirely by men from our own plants. Large quantities of rugs are already stored in this building. Just around the left hand corner of the building is a large loading platform where trucks can be loaded quickly. Rugs which are to be shipped by freight are hauled to the shipping rooms by tractors like those shown in the picture.

BIRD'S BRIDGE CLUB

THE first meeting of the Bird's Bridge Club was held in the Girls' Club Room on October 29, 1930. Officers for the year were elected and new amendments added to the by-laws.

A cordial invitation was extended to all girls of Bird & Son and to their friends, to join and become regular members.

At the meeting held on November 19th, Veronica Makarevich of the Stenographic Department won first prize, and Allie Sorjonen of the Finishing Mill, consolation prize. Several new members were present at this meeting.

The officers for the year, elected at the first meeting are: Eva Knoll, President; Marie Dornig, Vice-President, Edith Goodwin, Secretary; and Ann Kelliher, Treasurer.

ACKNOWLEDGEMENT

We gratefully thank our friends at Bird & Son, inc. for their kind expressions of sympathy during our recent bereavement.

Daniel F. Reardon and family.

BIRD PRODUCTS

Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt — American Twins Thick Butt — NEPONSET Double Twins
American Double Twins — Hex-Twins — Lock-Butt — Individuals
Super Twins (Thick Butt) — Giant Individuals — Custom Built Shingles

BIRD Roll Roofing

Paroid — Art-Craft — Shingle Design — Slate Surfaced
American Ready — Old Reliable — Universal

BIRD Building Papers

NEPONSET Black — Saturated and Coated — American — Economy
Refrigerator Insulating — Paper Mulch

BIRD Wall Board

NEPONSET Board, Cream White — American Board

BIRD Specialties

Asphalt Felt — Paroid Built-up Roof — BIRD Deadening Felt
Plastic Cement — Roof Coating
BIRD Insulating Board — Art-Bric Siding

Flooring Division

BIRD Rugs — BIRD Floor Coverings — BIRD Tile Flooring
BIRD Rug Border — BIRD Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases — BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots — Tack and Screw Boxes
Flower Pot Covers

Special Paper Division

Standard Pressboard — Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes

BIRD & SON, inc. **Established 1795** **EAST WALPOLE, MASS.**

{List of Bird Products on Inside Back Cover}